A U.S. DEPARTMENT OF COMMERCE WEEKLY

International Commerce

March 3, 1969

7th U.S. Trade Center:

New Paris showcase to aid $50 billion

International Trade Winds Newsletter

Company News

TELECOMMUNICATIONS—General Telephone and Electronics International has announced an agreement for a program of technical and economic assistance, including capital participation, with Comercial Electrica S.A., a Mexican manufacturer of a wide range of telecommunications equipment and products, including multiplex, open wire carrier, program-channel equipment, and a variety of telephone components. GT&E International is a subsidiary of General Telephone and Electronics Corp. The new program is designed to enable Comercial Electrica to expand its manufacturing and marketing operations in order to meet the growing requirements of Mexico and other Latin American countries.

BANKING—The Bank of America has announced the formation of an Australian development company in cooperation with the Bank of New South Wales and the Bank of Tokyo. The three banks, as joint owners and operators, will combine to channel overseas investment funds into the development of Australian natural resources, mainly in the extractive field and in processing for export. Approved by the Australian government, the Sydney-based company will be known as Partnership Pacific Ltd. The main activity of the company will be the arranging of special loans in local or overseas currencies to finance Australian development. The company may also invest some of its funds in New Zealand. In some cases it may seek minority equity participation in development projects. The three banks will be equal partners. Initial paid up capital will be $33⅓ million held either by the sponsoring banks or their subsidiaries. The Bank of America share will be held by Bamerical International Financial Corp., a wholly owned international investment subsidiary of the California-based bank.

EXPLORATION—The Union Pacific Railroad has announced the formation of a subsidiary, Union Pacific Resources, Ltd., to conduct exploration for natural resources in Canada. The railroad's initial effort in Canada will involve a partnership with Husky Oil, Ltd., of Calgary, Alberta for oil and gas exploration and development programs in the Calgary area.

Seven on the dotted line and 14 more in the talking stage. That's the score for agency/distributorship agreements coming out of the Reprographic, Microfilm and Advanced Documentation exhibition at the Milan U.S. Trade Center. One of the exhibitors, Universal Business Machines, new-to-export, appointed three agents. NCR introduced a new microfilm system. Bell & Howell made a six-figure estimate for sales during the next year. All told, projected sales from the show in the next year are expected to reach $2,158,-500.

The International Packaging Fair, MACROPAK, to be held in Utrecht, the Netherlands, in April, 1970, is casting a long shadow before. The World Packaging Organization (WPO) will hold its first exhibition and congress in conjunction with MACROPAK. So far the WPO is composed of European and Asian federations seeking standardization in packaging fields. Now, looking forward to the Dutch events, groups in the U.S. and Canada are moving to form a North American packaging federation.

American-style training methods have a solid impact with European traders, both in the marketing and technical fields. Another U.S. firm has confirmed this at its first overseas marketing meeting. It was the R. M. Hollingshead Corp., which brought distributors together in Amsterdam in what it called useful discussions of the corporation's Perry Products Division line of water filters and products for trucks and buses.

Along the same line, exhibitors at the recent Transducer Instrumentation Systems and Components Exhibition at the London U.S. Trade Center reported benefits from the give-and-take with their visitors. Commenting favorably on the high technical and professional sophistication of the exhibition audience, they said that in addition to making new and valuable business contacts, they learned much from the mutual exchange of information.

Successful exhibits back-to-back were achieved by Spectrum Systems at the Frankfurt U.S. Trade Center —first at the Laser Equipment show in December, then at the Chromatography and Spectroscopy exhibition in January. Spectrum has received sample orders for its optical filters from more than 300 European firms. On its customer list now are such names as the U.K. Atomic Energy Commission, the Technical University of Berlin and the Max Planck Institute.

NOTICE: This information is offered to preview or provide informally brief and varied comment on Bureau of International Commerce worldwide export and investment promotions. It is not final and does not substitute for detailed know-how and analysis in our regular news columns.

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the cover

The Commerce Department is planning to open its seventh and largest U.S. Trade Center overseas —in Paris next November. Solicitation will begin this week for exhibitors to participate in the first show, a display of laser equipment. The cover is an artist's rendering of the Center, at 115-123 Avenue de Neuilly. Stories on pages 3-11 describe the facilities that will be offered by the new Center, and the activities of those already in operation in London, Bangkok, Frankfurt, Tokyo, Milan, and Stockholm.

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Special Report

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United States export goal of $50 billion yearly

An annual export goal for the United States of $50 billion, to be achieved over the next five years, has been announced by Secretary of Commerce Maurice H. Stans. This compares with a level of exports just short of $34 billion in 1968.

The $50 billion target was set as a tentative objective by the Cabinet Committee on Export Expansion at its first meeting under the new Administration, held Feb. 24 at the Department of Commerce. It is subject to revision in the intervening period as international economic circumstances may require.

Secretary Stans said that the $50 billion mark was set at this time to stimulate government and business efforts toward greater export growth, in an effort to improve the U.S. trade surplus. Last year's surplus of $726 million was the smallest since 1937. The average trade surplus for the year 1964-67 was $5 billion.

The Secretary said attainment of the goal is feasible "if the Government commits itself to a deliberate, long-term program of export stimulation, if U.S. industry and agriculture respond to the program, and if the growth of world import demand does not decline significantly."

A goal of this magnitude probably will require increasing the ratio of exports to Gross National Product from the normal 4% to 4.3% by 1973.

SEVENTH FOR U.S. OVERSEAS

Paris gets Trade Center

First exhibition, scheduled for November, to have high technology laser equipment theme

The U.S. Department of Commerce will open its seventh and largest U.S. Trade Center overseas in November in Paris, and its premiere exhibition will display advanced laser equipment, Secretary of Commerce Maurice H. Stans has announced.

The Paris Trade Center, operated by the Commerce Department's Bureau of International Commerce, is part of an export promotion program that has brought U.S. manufacturers more than $193 million in foreign sales through Trade Center exhibitions since 1961.

Located at the heart of one of America's major foreign markets, the Paris Center will begin operations with a series of exhibitions of high technology products sought by French industry.

The laser equipment exhibition Nov. 17-21 will be followed by an exhibit of advanced analytical instrumentation and laboratory apparatus in December and a showing of production equipment for the electronics industry in January.

The Paris U.S. Trade Center will occupy two levels of a modern nine-story office building now under construction in the French capital's Neuilly section, a mile and a half northwest of the Arc de Triomphe at 115-123 Avenue de Neuilly. It will have 7,000 square feet of exhibit space.

Three sidewalk display windows will front on Avenue de Neuilly. On the ground floor will be Trade Center offices and quarters for the U.S. Travel Service, the first instance in which the Trade Center and Travel Service have joined forces at one location.

On the lower level will be the exhibition area, lounge, conference room, market development library, press room, and other offices. The exhibition area will have a cavity floor, providing easy access to utilities to serve any type of equipment.

A Trade Center director and 16 other Commerce and Foreign Service specialists will staff the Center, beginning July 1.

The Travel Service office, which will move from the Time-Life Building in central Paris, will have a staff of nine to promote the "Visit USA" program in France

Davis named to Commerce post

Kenneth N. Davis, Jr., a 42-year-old IBM executive, has been nominated by President Nixon to serve as Assistant Secretary of Commerce for Domestic and International Business.

DAVIS

The Massachusetts native attended Phillips Academy, earned a B.S. at Massachusetts Institute of Technology, an M.B.A. at Stanford, and studied executive management at Columbia. In 1949 he started as a data processing salesman for IBM in San Francisco, advancing within the corporation structure to become vice president and treasurer.

Davis has also served as a branch sales manager, methods manager, corporate methods manager, assistant to the executive vice president in New York, controller of the special products division, assistant general manager for advanced systems, controller for Federal systems, corporate controller, and treasurer and chief financial officer. He became a vice president in 1966.

Davis has been a director of the INA Life Insurance Co. of New York; President of the Financial Executives Research Foundation; Director, Financial Executives Institute and a member of the Treasurers Club of New York.

He served as a Lieutenant (j.g.) in the Navy during World War II.

is set by Cabinet committee on trade expansion

In support of the goal, the committee reactivated an interagency working group on export financing, created a working group on export tax incentives, and set up an Export Strategy Committee.

The export financing working group to be chaired by Commerce, will conduct a broad review of the U.S. export financing system and recommend actions to improve it.

The tax incentives working group, to be chaired by Treasury, will evaluate alternative proposals for export tax incentives and advise specific measures for adoption.

The Export Strategy Committee, in addition to following through on Cabinet Committee recommendations, will coordinate Government assistance in support of specific business projects to assure U.S. success in competing for international markets.

These actions were taken because of their potential for immediate stimulation of greater business efforts to step up export sales.

The Cabinet Committee on Export Expansion is chaired by the Secretary of Commerce and includes the Secretaries of State, the Treasury, Defense, the Interior, and Agriculture, the President of the Export-Import Bank, and the Administrators of the Small Business Administration and the Agency for International Development.

and six other Western Europe nations.

Planning for the new Trade Center has been under way since May, 1968. The site was selected last October, and interior design planning began in November. Interior construction is expected to start May 1. The building is scheduled for completion in October.

Commerce will begin solicitation of 30 exhibitors for the first show this week.

The exhibition is a medium for U.S. manufacturers of advanced laser equipment to introduce and promote their products not only in France but in all of Europe. A technical symposium will be held in conjunction with the show, which is expected to attract visitors from throughout Europe.

European interest in laser technology is expanding rapidly as the result of a growing awareness of the practical applications of coherent light. The present market for laser hardware and systems in Europe is estimated at $3.5 million. With increased demand, the market is forecast to reach $8 million a year by 1972.

American-French trade exceeded $2 billion in 1968. U.S. sales to France were $1.3 billion, and French exports to the United States were $766 million.

France represents the fifth largest market for U.S. goods. The United States is a major supplier of capital goods, raw materials, and other industrial supplies.

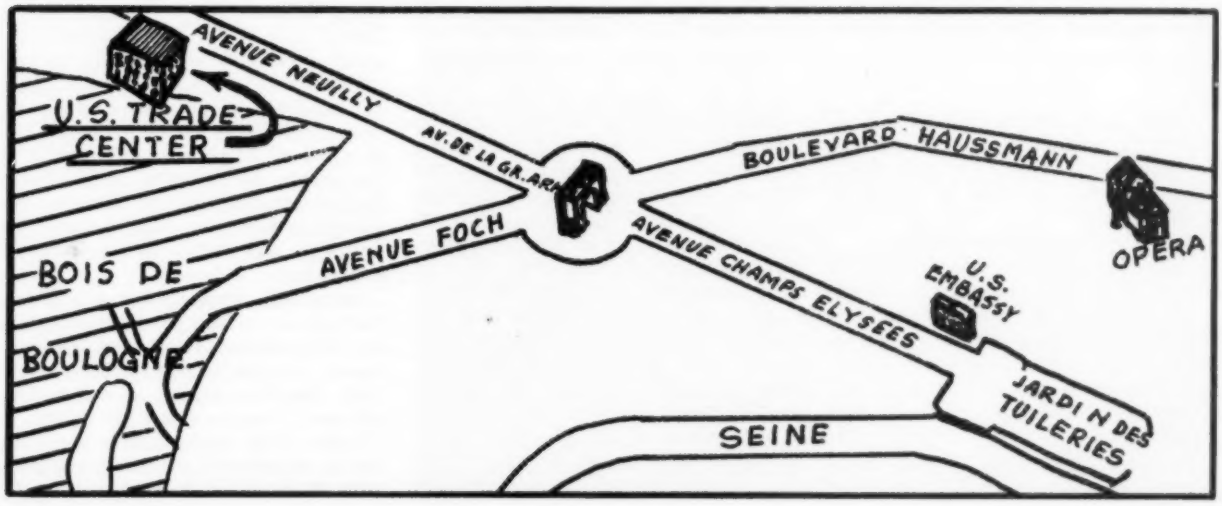
France has a growing economy and an increasing standard of living for its 50 million population. The country's gross national product reached $127 billion in 1968, and a 5% increase in the real economic growth rate is forecast for this year. (For details, see story, page 25.)

Like the six other Trade Centers, the new Paris commercial exhibition center will have about eight exhibitions a year on product themes selected on the basis of market research. Between major promotions, Center facilities will be available to individual U.S. firms or groups for exhibitions, window displays, and meetings.

The Trade Center program began in 1961 with the opening of a permanent exhibition center in London. Centers were opened in Bangkok and Frankfurt in 1962, in Tokyo in 1963, in Milan in 1964, and in Stockholm in 1965.

During the first seven years of the program, 7673 American firms participated in 233 exhibitions. They achieved sales of more than $193 million and signed 2510 agency agreements with dealers to represent them abroad. Another $30 million in sales were made at exhibits between the major shows. (Detailed stories follow.)

NEAR THE BUSINESS HEART OF PARIS is the building that houses new U.S. Trade Center, at 123 Avenue de Neuilly northwest of the Arc de Triomphe.



U.S. AMBASSADOR TO THE COURT OF ST. JAMES David K. E. Bruce at microphone, opens a show for the U.S. Trade Center in London. Top-ranking officials have assisted promotions in all U.S. Trade Centers.

U.S. Trade Centers hold to goal: to ease overseas market entry for new-to-export U.S. firms

First opened in London in June 1961; they have 3000-7000 square feet of display space, rooms for seminars, consultations

"Participation in major trade fairs around the world is a difficult, big step for many U.S. companies. The Trade Center has the advantage of presenting product displays using exhibit techniques with which U.S. firms are familiar."

This explanation is by Edward J. Krause, director of Commerce Department's Commercial Exhibition Program who has been associated with the development of U.S. overseas Trade Centers since their inception in June 1961. It tells much of the "why" and "how" of this major export expansion effort.

The idea for a series of U.S. Trade Centers in major markets around the world was born early in 1960, when an Inter-Agency Task Force set up by President Dwight D. Eisenhower to study the balance-of-payments problem facing the nation recommended a major export expansion program, to be administered by the Department of Commerce.

The task force's report made specific recommendations for objectives to be followed in setting up a Trade Center program: bring new firms into exporting; bring firms already in exporting into new markets they had not yet explored; provide sharp sales stimulus for firms already in the market served by a Center; give special assistance to small companies entering the market; foster "on-the-spot" sales; locate suitable local agents and distributors for U.S. firms; test reaction to new products and conduct other market research; and, finally and perhaps most importantly, to gain industry-wide interest in export expansion.

"It was decided at the beginning of the program to limit each show to a narrowly-defined product line," Krause says. "This format permitted us to identify definite segments of the U.S. business community and to aim our exhibitor recruitment efforts at specific firms we knew had saleable products, but who were not yet in exporting or were not in a broad scope of markets.

"Further, such presentations enabled us to zero in on a specific buyer audience and assure maximum attendance with a product exhibit of sufficient scope and breadth to really interest industry representatives," according to Krause.

"The establishment of a permanent Trade Center in London with repetitive shows created a highly publicized focal point for U.S. product displays in the British business community," says Krause, who was present in London as the first Center opened its doors on St. James Street, in the midst of the British capital's commercial district.

Two Centers opened for business in 1962—at Bangkok in May and at Frankfurt in November. Others were established in Tokyo in April 1963, in Milan in January 1964, and in Stockholm in March 1965.

Exhibit space available at the Trade Centers ranges from 3,000 square feet at London to the 7,000 square feet area at the new Paris Center. The Bangkok Trade Center has an outdoor exhibit area of 17,000 square feet, in addition to its enclosed exhibit floor.

The London Center was designed to accept loads of up to 100 pounds per square foot, with freight access measuring 10 feet high by 4 feet 11 inches wide.

Load limits at the other Centers vary from a high of 200 pounds per square foot to a low of 72 pounds, with special arrangements often possible for individual displays exceeding the limits. Freight openings range from just under 5 feet to 16 feet wide, and from 7 feet 6 inches to 13 feet high.

Since U.S. products for sale abroad must operate on local power, all the Trade Centers conform to the local electricity supply. London provides 110-volt, 50-cycle, one-phase current, as well as 230/240 volt, 50-cycle, three-phase power.

Each of the Trade Centers has facilities to complement the main exhibition area. All but Milan have windows on the

street, in which small exhibits of U.S. consumer products are usually placed, to appeal to both the businessmen visiting the Centers and the general public passing by.

Each of the six Trade Centers holds from eight to ten regularly scheduled trade shows yearly. Each exhibit is devoted to a particular product line that market research has shown to have good sales potential in the market served by that Center.

Invitations to foreign businessmen to attend showings at U.S. Trade Centers are sent out according to a proven plan.

Actually, there is rarely any difficulty in attracting a large and enthusiastic crowd to Trade Center shows. Months before an exhibition is definitely scheduled, market research has shown an active interest in a particular product line among the most important businessmen in the country where a show is being considered. This advance work practically guarantees attendance by buyers ready and willing to purchase U.S. equipment.

The target audience is broken down into three groups for invitation purposes. The "universe" mailing is used to send show announcements and invitations to as many people connected with a given field as can be identified.

Local trade associations frequently work with the market promotion firms with which the Trade Center contracts for mailing and publicity services to provide accurate lists of all businessmen involved in one particular trade.

As many as 30,000 invitations may go out in the "universe" mailing to all parts of the Trade Center's market area.

Personal invitations made

A "hard-core" list of several thousand best prospects for sales in the local industry is then assembled, and special personal letters are sent to these best bets by the commercial counselors at appropriate U.S. Embassies and Consulates, or by other high-ranking U.S. commercial officers.

Finally, personal visits are made by Trade Center staff and by commercial officers to the few dozen most important potential customers for the products being shown, to make sure that these businessmen are aware of the show, and that they are especially encouraged to attend.

The mailings and personal calls and letters are supplemented by extensive local advertising campaigns, again conducted by the local market promotion contractor. News releases on items of particular interest, such as new products being introduced at the show, are sent to trade publications and regular news media.

All Trade Center shows are opened with a press conference with all exhibitors present, if possible, to answer questions. Frequently local newspapers, television stations, and other media cover special exhibits during the show itself, providing additional publicity for the companies involved and for the Trade Center.

With each of the 8 to 10 shows a year lasting about a week, or at most two weeks, the Trade Centers' exhibit space is available for other trade promotions during the greater part of each year. Several programs help to assure full utilization of Trade Center facilities during the periods between full-scale shows.

"Trade Center facilities and services are open for use by any American company," Krause emphasizes, "not just those whose products fall in the subjects covered by regular exhibitions."

Individual U.S. exporters seeking to establish a foothold in a new market or to increase sales of their products frequently mount single-sponsor exhibitions, personally inviting potential local buyers or representatives to see the company display at the Center.

Also, established local agents for U.S. products who desire a centrally-located, well-known showplace through which to show newly introduced products or standard lines to their clientele may reserve space for such showings at the Trade Centers.

Conference rooms are available at all Centers for company sales meetings, seminars organized by companies, and individual consultations.

TRADE CENTER WORKERS are skilled at handling company displays sent overseas for shows, as with this Itek Business Products machine being uncrated for the Tokyo Center document processing show in 1968.

LIGHT AIRPLANE displayed at a London executive aircraft show (above left) drew publicity and visitors with its size and novelty. Advanced U.S. medical equipment, such as was shown recently at Tokyo (above right) has been the subject of 15 exhibitions at the six U.S. Trade Centers over the past years.

MODERN FIELDS OF TECHNOLOGY, such as lasers and their applications (shown above at Frankfurt) and aviation electronics (exhibited below at a 1968 London show) appear regularly on Center schedules.

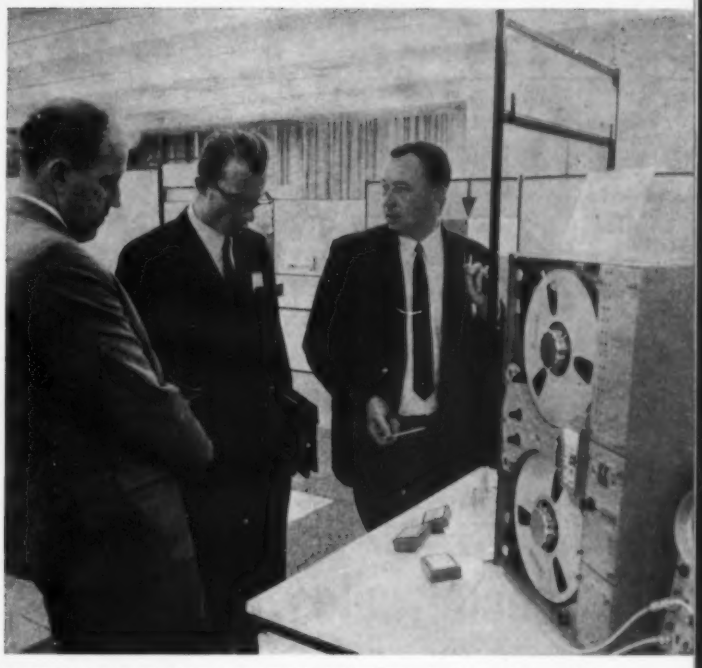
Display items ran from

Electronics, computerware, aut

One exhibitor sent a U.S. product for display so large that the Trade Center window had to be removed to make way for it—a light airplane. Another sent an instrument so sensitive it could measure the lunch of a butterfly—and proved it by weighing the actual meal.

The spectrum of exhibit items at the six overseas U.S. Trade Centers has also included American-made products from chemical laboratory apparatus to children's toys and games, and from industrial adhesives to alcoholic beverages. The range has few limits: the ingenuity of U.S. manufacturers, the physical dimensions of the various Centers, and the fundamental question: will it sell, now or later?

The airplane was put on display at London (see photo above). The butterfly meal scale was actually part of a transducer exhibition at Frankfurt. The exhibitor, Rocke International, used the infinitesimal weight—.009 grams—to prove the accuracy of its instrumentation.



ELECTRONICS EQUIPMENT, INCLUDING COMPUTERS, has been the most frequent show theme at Trade Centers. Computer graphics equipment (left) drew crowds at London last year, while Rocke International booth at Frankfurt transducers show (above) showed photos of the measurement of as small a quantity as a butterfly's meal. Cutaway air conditioner model at one booth (below) showed machinery to customers at a Frankfurt heating and cooling show.

plane to butterfly lunch

products among busiest show themes

Sophisticated products of the electronics and data processing industries have been the pace setters at Trade Center shows since the beginning of the program.

By far the greatest number of exhibitions at U.S. Trade Centers—24—has been devoted to electronic components, production equipment for the electronics industry, and data processing machinery and supplies.

In a tie for second place are automobile service equipment, and medical equipment and instrumentation, each of which has been a Trade Center show theme on a total of 15 different exhibition occasions.

The next most frequent exhibition category has been heating, ventilating, and air conditioning equipment, with 13 events. Other leading industry groups in frequency are packaging equipment, agricultural products and related equipment, and metalworking machinery and equipment.

BREAKFAST BRIEFINGS for U.S. exhibitors at Tokyo Trade Center, held regularly by the American Chamber of Commerce in Japan are an extra service to the companies, introducing them to local practices.

Special sales techniques at each Trade Center are tailored to needs of particular marketing region

'Off-site' shows, coordination with international trade fairs, technical briefings, catalog exhibitions among extras offered

A Trade Center show that's not at a Trade Center. Informal technical briefings held by foreign engineers familiar with U.S. products. "Road shows" to the provinces of Thailand.

These are among many special sales techniques developed by the staffs at the six U.S. Trade Centers to meet the challenges of their individual markets.

To assist American exhibitors new to the Japan market, as well as those who have been there before but still would like some pointers, the U.S. Trade Center in Tokyo, in cooperation with the American Chamber of Commerce in Japan, sponsors a series of briefings in conjunction with Center shows on the special requirements for doing business in Japan.

The result of these meetings over breakfast is better buyer-seller relations for U.S. companies, and higher sales for those who know how to sell to Japanese customers.

A first for the Tokyo Center in 1968 was its special "off-site" show in an American Pavilion at the Japan National Plant Engineering and Maintenance Show, held at Harumi Pier, site of Tokyo's International Trade Center.

Exhibitors and visitors alike praised the Trade Center for bringing the U.S. equipment to the fair. The combination of trade fair location with Trade Center experience and contacts with local businessmen paid off in immediate sales to the tune of $215,766, and predictions of eventual sales results of over $4.8 million.

In Milan, the U.S. Trade Center has a natural advantage for drawing attendance. Its location is immediately adjacent to the Milan Fair Grounds, one of the largest international exhibition areas in Europe.

Shows at the Milan U.S. Trade Center are frequently timed to coincide with major exhibitions sponsored by the Milan Fair. Lines of products complementing those in the fair are shown at the Center, and publicity at each location directs buyers to the other.

The Milan International Fair, billed as "the biggest samples fair in Europe," usually offers excellent tie-in possibilities. The Milan Center concentrates on a product line being shown in one of the fair's many different pavilions, with a booth at the fair and another at the Center informing visitors of the other complementary exhibition nearby.

The proximity of the fairgrounds also provides dimensional flexibility to the Milan Center. If a show has such appeal among potential exhibitors that the Center cannot house all the displays, exhibit space can be leased from the Milan Fair in the building next to the Trade Center.

A new record for attendance at a Milan show was set this past November at the exhibition of industrial process controls and computers. Center officials attributed the 6,564 visitor total largely to the concurrent BIAS (Biennial International Automation and Instrumentation) show at the Milan Fair.

Officials of the BIAS organization donated a section of its fair catalog to the Trade Center show, identifying each Center exhibitor and Italian agents already representing U.S. exhibitors. Reports from Trade Center officials said, "Cooperation with BIAS brought a very high percentage of visitors who would probably not have seen the show."

One of the biggest advantages of coordinating Trade Center shows with concurrent Milan fairs is the fact that many more visitors from outside Italy attend the Center shows, spreading the influence of the one Center far beyond the borders of its country.

A special service just initiated by the Milan Center involves an arrangement with the firm of S.V.P. Italia in Milan to provide various information services to exhibitors at the Center. S.V.P. will offer, on a trial basis at first, statistical, economic, commercial, legal, and technical information by telephone to the booths at the Center.

S.V.P. has agreed to supply its services to companies exhibiting at the Center at no cost to the Trade Center or to the exhibitors. S.V.P. will also supply a booth at each show which will be manned by its personnel to handle exhibitor and visitor requests for information.

The new agreement is expected to facilitate exhibitors' servicing of requests they receive from potential customers.

A marketing plus at the Stockholm Trade Center is coverage of all four Scandinavian markets—Finland, Norway, and Denmark, as well as Sweden—through area-wide publicity campaigns and assistance from local trade associations.

The permanent staff of the Stockholm Center meets with a local market promotion contractor when a definite subject has been chosen for a show there, and to-

gether with existing agents of exhibitors likely to be in the show, they decide which Scandinavian trade groups would be most helpful in recruiting exhibitors and visitors for the exhibition.

Associations within various industries provide lists of industry members for mailings by the Trade Center. Invitations are then sent to as many good prospects as can be identified.

In graphics-conscious Scandinavia, show invitations are coordinated with the design of other elements of the exhibition—the catalog, the booths themselves, the Trade Center exterior—to provide continuity of theme.

When the show opens, registration of visitors is handled in an automated fashion, to enable visitors and exhibitors alike to save valuable time.

Each trade visitor is provided with a plastic identification card, much like a credit card, which he carries with him. At each booth he visits, the exhibitor can quickly stamp a list with the visitor's card, providing a current list of all visitors to each booth.

A master list of all visitors to the show is distributed each day to all exhibitors, so that company officials can check on important prospects.

At the U.S. Trade Center in Frankfurt, exhibit techniques are designed with a special note of technical and scientific thoroughness.

At nearly every show at the Frankfurt Center, local agents, distributors, and other representatives of exhibiting U.S. manufacturers are asked to provide technicians and engineers familiar with the equipment for informal briefings throughout the show.

Visitors to the exhibition can pick up valuable pointers on the U.S. machinery from men who work with the equipment constantly. Frequently, prominent experts in a given field will attend these briefings, supplementing the commentary of the technical men.

The Frankfurt Trade Center, like several others, is exploring future possibilities for "taking the shows to the customers." An off-site Frankfurt Trade Center show of advanced U.S. medical equipment will be held this June 6-10, in conjunction with the German DIAGNOSTICA medical fair at Karlsruhe, which is expected to draw in excess of 4,000 medical specialists in a position to either buy equipment or recommend purchases to their hospitals and clinics.

London, the first U.S. Trade Center, has been first with many unique concepts planned to take advantage of special marketing situations.

One of the most successful shows in the

SEMINARS AND TECHNICAL SESSIONS, like the one above held in conjunction with the Frankfurt laser show, supplement product displays. Posters at Milan fairs (below left) direct visitors to adjacent Center.

FIRST OFF-SITE SHOW for Tokyo Trade Center was at 1968 Japan Plant Engineering and Maintenance Show (above right). Mobile Trade Center shows from Bangkok (below) have proved highly successful.

Commerce Department's Commercial Exhibitions Program—on compact computers—began at the London Center early in 1968. It broke all records up to that time for attendance at the Center, with some 2,500 visitors streaming through.

Trade Center officials then mounted the 16 company displays in a special train, which traveled to Birmingham, Manchester, Newcastle, and Glasgow for three-day stands in each city.

The final totals: over $346,000 in immediate sales contracts signed, and estimates of another $7.1 million in business to result during the first year following the train tour.

One result of the enthusiastic response in the British midlands to the traveling U.S. exhibition is that an off-site London Trade Center show is now under consideration for one of the cities on the train's itinerary, or at Liverpool.

Another possibility in the talking stage is a series of exhibition vans which could be trucked from city to city—a variation on the train show with the added flexibility of freedom from tracks.

At London, when U.S. industry interest in a November, 1967 show of production equipment for the electronics industry proved extremely high, a larger exhibit space was rented at the newly-completed Royal Lancaster Hotel in London, and the Trade Center moved its base of operations there to accommodate the exceptionally large number of exhibitors.

Out of Bangkok during 1968, three exhibitions traveled to different areas of Thailand, with impressive sales prospects at each stop for the Thai representatives of U.S. firms on each trip.

A fourth exhibition, this one to visit four provincial cities, is being organized for this spring, with some 15 firms expected to participate.

For the all-important task of finding new agents to represent U.S. products on a long-term basis, Bangkok has developed the concepts of catalog shows, in which dozens of U.S. firms in one particular field provide catalogs and promotional literature for display in the Center library.

Potential Thai agents are invited by the Center staff to look over the books and brochures, and reports of genuine interest on the part of local businessmen, either for representation or purchase, are forwarded to the U.S. companies.

Many agency agreements have resulted from the several catalog shows held so far. The catalogs become a part of the permanent commercial library of the U.S. Embassy in Bangkok, and are kept available for reference by Thai businessmen. This in turn often leads to other sales or representation inquiries.

BETWEEN-SHOW ACTIVITIES at U.S. Trade Centers include regular exhibits, as well as use of conference rooms for seminars and training sessions held by local agents for their customers and employees.

Centers' slogan: 'no down time' offers chances to single firms

More than 500 companies have used facilities for displays, seminars, marketing meetings in intervals between exhibitions

"No down time" is the motto at all the U.S. Trade Centers, with a standing offer to all U.S. manufacturers of free exhibit space, conference rooms, and proven marketing know-how available at any time a scheduled trade show is not taking place.

More than 500 U.S companies and their overseas representatives have taken advantage of these services.

Each of the Trade Centers holds from seven to ten major trade exhibitions per year, with each show usually running about six days, leaving the balance of the year open for individual company events.

"Between-show" activities take a variety of forms. A firm might be introducing a new product, conducting a training seminar for operators of their equipment, or running a marketing session for regional representatives on new merchandising techniques or competitive factors.

Use of the Center facilities, and advice from experienced staff marketing specialists is free for the asking to any U.S. firm. The only expenses to be covered by the company are transportation charges for products to and from the Centers, the fees for any publicity and special events arranged by the Trade Center, as well as design and layout costs.

Autoclave Engineers, of Erie, Pa., boosted its export targets for the entire European area after holding three- and four-day showings recently at London, Frankfurt, and Milan.

Repeat performances also show the popularity of between-show uses of the Centers. Enthusiastic veteran exhibitors include the Bourbon Institute, IBM, and local agents for such firms as Motorola, Monsanto, and Texas Instruments.

At the Tokyo Center, the local Japanese agent for Perkin-Elmer Corp. and Ivan Sorvall, Inc., both of Norwalk, Conn., held his second between-show promotion at the Center last June, this time in combination with a specialized seminar.

The seminar-show brought in $115,000 in on-the-spot sales for the agent, and his prediction of results was $1.5 million.

The representative also reported that the results of this single Tokyo Trade Center showing meant an increase in his local sales of 20%, entirely due to the large number of specialized visitors attending his show.

An outstanding success in between-show exhibits took place at Frankfurt,

where Kulicke & Soffa, AG, of Zug, Switzerland, a European subsidiary of Kulicke & Soffa, Fort Washington, Pa., and agent for 24 U.S. electronics equipment makers, put on a six-day show devoted entirely to one area of the electronics industry—semiconductor production equipment.

The Swiss agent reported $2.6 million in off-the-floor sales at the exhibition, the largest sales volume ever to come from a between-show promotion, and topped off that success with predictions of $7.5 million in additional sales during the year following the show.

One exhibitor in a regularly-scheduled Tokyo Trade Center show held his exhibit over for a private showing after the show closed. A modest total of 200 invitations was mailed to prominent Japanese customers, but so interesting was the product display that over 500 interested businessmen came to see the private show, the first time in the Tokyo Center's history that more customers than were invited showed up to view a between-show exhibit.

The display was tailored to demonstrate to each customer the equipment's usefulness to him, and its application to any specific problems he had.

Sales were "splendid," according to the Japanese agent who ran the showing—sales actually made during the six-day show were $1.3 million, and "conservative" predictions for first-year results totaled $2.5 million more.

A large solo exhibition of construction and mining machinery was held at the Stockholm Center during 1968 by Ingersoll-Rand Co., New York, with special invitations sent to important potential customers for Ingersoll-Rand's heavy equipment in all parts of Sweden.

"We were very satisfied with the results of the show," said the company's managing director, "especially since we had the opportunity to show our products to a large number of new prospects."

Sales reports from Ingersoll-Rand show $105,000 in immediate results at the show itself, with forecasts of another $300,000 in sales by the middle of this year.

ALL TRADE CENTERS but one have outside window space which is available for small U.S. displays. The Bourbon Institute, sponsor of the display above, is a frequent user of the window facilities at London.

Single-sponsor shows are easy to arrange, by writing or calling the director of the Center where exhibit space is desired, as follows:

London: Harry W. Heikenen, 57 St. James' St., London S.W.1., England; Bangkok: Brooks Ryno, 971 New Rd., Bangkok, Thailand; Frankfurt: Wolfgang F. Robinow, Bockenheimer Landstrasse 2-4, Frankfurt am Main, Germany; Tokyo: Richard Garnitz, Tameike Toku Building, 1-14 Akasaka, 1-Chome, Minato-ku, Tokyo, Japan; Milan: Martin Stahl, Palazzo Agricoltura, Via Gattamelata 5, Milan, Italy; and Stockholm: Stephen Duncan-Peters, Vasagatan, 11, Stockholm C, Sweden.

Advance notice required by Trade Center directors for between show promotions and other use of Center conference rooms and exhibition areas depends on advance preparation needed, as well as shipping schedules if equipment is to be sent from the United States for a showing.

Often, though, local agents with products on hand in the Trade Center city can arrange for use of the Centers on relatively short notice.

Exterior display windows at the Trade Centers are used for smaller scale promotions, usually for consumer products designed to appeal to those passing by the Center. Past U.S. companies who have used this method of promoting their products and services have included food and beverage firms, airlines, home film equipment makers, and motion picture production companies.

LOCAL JAPANESE AGENT for two U.S. firms, Ivan Sorvall and Perkin-Elmer, held a private showing of his lines at Tokyo Center. Assistance from Center staffs is available to all U.S. firms planning solo shows.

FOUR ADVISERS FROM THE BUSINESS WORLD have helped develop programs of the Illinois State Division of Export Expansion, whose chief, H. J. Oosten, has written article below. From left, they are Robert E. Oscar, William Bricen Miller, Robert E. Biesel, and Robert L. Martin.

Midwest trade growth specialist tells businessmen in that area: 'stay close to states' agencies'

Illinois promotion chief says individuals can assist, advise officials in planning trade missions, overseas offices, seminars

By H. J. OOSTEN

Most states in the Midwest now have either a formal or an informal agency for the promotion of international trade. Typically, these state trade promotion agencies in the Midwest have been concerned in helping small and medium-sized manufacturers and producers to either enter into, or expand, their international trade activities. This is usually done by the provision of services to help these firms enter into the world market. Some of these Midwestern states have been in this promotion activity for a number of years. Others are just beginning. All of them, however, have more than just a passing interest. So the question arises: how can individual businessmen in these states share this interest?

All of the seven states of the Midwest have participated in one or more trade missions abroad, which took them to the leading commercial centers of Europe, Asia, Scandinavia, Australia, the Far East and Latin America. Several of the states are currently in the process of organizing future missions, one of the most notable of which is Michigan's proposed visit to the Soviet Union and Eastern Europe in May. All seven states have participated in trade shows held in Germany, England and Japan. Iowa is now organizing a group to participate in the Tokyo International Trade Fair in May and June of this year.

Businessmen who have participated in these trade missions and trade shows were usually invited by the individual state world trade promotion agencies. In most states, these invitations are extended to all types of firms which would be appropriate for any particular mission or show. However, state agencies do need assistance in planning and organizing future trade missions and shows. Businessmen are encouraged to contact their own state trade promotion agency to initiate planning for future missions.

Mr. Oosten, Chief of the Export Expansion Division in the Illinois Department of Business and Economic Development, has written this article for International Commerce to coincide with the 32nd Chicago Mid-America World Trade Conference, being held this week.

The results and the trade leads from these missions are generally distributed to all appropriate businessmen within the state. It varies from state to state, but this dissemination of trade information is done either by public announcement through the press, or through individual letters sent out by the state trade promotion agency.

Illinois has opened its own office in Brussels, and Ohio now has three such overseas offices located in Brussels, Caracas and Tokyo. These offices serve to establish a closer contact with industrialists and businessmen abroad, and can assist at first hand with problems involving licensing, joint ventures, etc.

Most state offices overseas exist in order to provide fast, efficient and productive liaison between their own state and overseas businesses and governments. The objectives and activities of these offices vary from state to state, but are summarized as follows:

- ► to promote the sale of products manufactured or grown in the state overseas;
- ► to stimulate the use of each state's ports or transportation capabilities;
- ► to encourage foreign investment, and to attract tourists to the state from overseas.

Midwest state export units listed

Midwest exporters can contact their state export development officers at the following addresses:

Illinois—H. J. Oosten, Chief, Export Expansion Division, Department of Business & Economic Development, 30 North LaSalle St., Chicago, Ill. 60602.

Indiana—J. Robert Cutter, Director, International Trade Division, Department of Commerce, 332 State House, Indianapolis, Ind. 46204.

Iowa—Robert J. L. Walrath, Project Administrator, Iowa Development Commission, 250 Jewett Bldg., Des Moines, Iowa 50309.

Michigan—Robert H. Letzing, Trade Development Officer, Office of Economic Expansion, Department of Commerce, Board of Water & Light Bldg., Lansing, Mich. 48913.

Minnesota—Edward D. Vinokour, World Trade Specialist, Department of Economic Development, 57 West Seventh St., St. Paul, Minn. 55102.

Ohio—Glen W. Allen, International Trade & Development Division, Development Department, 65 South Front St., Box 1001, Columbus, Ohio 43215.

Wisconsin—Lucian G. Schlimgen, Economic Development Division, Suite 419, 123 W. Washington Ave., Madison, Wisc. 53702.

State offices work in the world markets in an attempt to bring buyer and seller together. Through this local looking-glass, businessmen within each state are provided with a valuable intermediary service. To avail himself of the services of these states' foreign offices, the businessman can contact his own state's foreign office directly, or the world trade promotion agency within the state.

At home, all of these states are conducting successful seminars to encourage their own businessmen to think seriously about the export side of their operations. Some of the states have been working in cooperation with their state universities to set up educational programs to instruct interested parties in the different aspects of international trade. Wisconsin has sponsored television shows to interest its manufacturers and producers in exporting their products to Europe and the Far East.

Participation by businessmen in these seminars is encouraged by all states. As these seminars usually take place at different geographic locations throughout the state, businessmen from a local area are either invited to attend or to speak at these sessions whenever appropriate. Again, businessmen and agricultural producers are asked to contact their state trade promotion agency if they wish to have an international seminar in their local areas.

Many of the states have conducted extensive research programs, such as those carried out by Indiana, which cover a variety of subjects including "General Export Activity," "Export Profitability—Small and Medium-sized Firms," "Obstacles to International Trade," "Importing Impacts on Retail Markets" and "Indiana International Transportation." Illinois, on the other hand, has developed a comprehensive freight rate information service to assist firms in their problems related to international traffic.

To assist prospective and established international traders, six of the seven states have compiled directories listing the manufacturers and products of their state. One or two of the states also publish a periodic newsletter containing information useful to businessmen in their own area.

Six of the seven states are located on the Great Lakes and are active in the promotion of their ports, both domestically and internationally. These six states are engaged in promotional programs to improve and expand their facilities in order to speed up and attract traffic through the Lake ports. A major promotional effort will be centered around the 10th Anniversary of the St. Lawrence Seaway which will be celebrated in June of 1969.

Illinois is very active in developing international tourism as this is a recognized method of attracting economic interest in the state from abroad.

To obtain easier access to Europe and the Far East, the state of Minnesota has secured additional international air transportation services from Minnesota to Europe and the Far East.

If a businessman or agricultural producer is not now participating in any of his state's world trade promotion programs, he should contact his state agency directly. Most of the state agencies do not have staff large enough to individually handle all requests, but do know where the information, or the answer to a question, can be obtained.

Having had the opportunity to review the need for and the promotion of international trade by both private business

FROM THE MIDWEST TO THE ORIENT go numerous trade missions under state leadership. Here Robert Lempke, president of AC & R Components, Inc., meets with Chinese businessmen in Hong Kong during an Illinois Trade Mission. All of the Midwest states have organized trade missions in recent years.

Chicago meeting has all-Midwest note

When the 32nd Chicago Mid-America World Trade Conference is convened by its chairman, Thomas H. Miner, Wednesday and Thursday at the La Salle Hotel, more than 1,000 international executives will hear business leaders, trade specialists and Government officials analyze current issues.

Issues of present concern to Midwest world traders are generally the same as those being studied across the country: the whole trend and emphasis of U.S. policy, balance of payments difficulties, protectionist measures, non-tariff barriers to trade, assistance to the less developed nations so they may enter world markets, and the future of East-West trade. (NOTE: a story on the program of the conference was published in the Feb. 17 issue of INTERNATIONAL COMMERCE, page 5.)

Chairman Miner emphasizes that the 1969 meeting "highlights the Mid-American aspect of the conference, and marks a transition from the local Chicago identification to a more descriptive regional one, reflecting the constantly expanding scope of attendance and participation beyond Chicago in the planning and programming of the meeting."

Testifying to the growth of interest in world markets in the Midwest, Miner observes, was the organization recently of the World Trade Club of Indiana in Indianapolis and a World Trade Club for the Central-Iowa area at Des Moines.

"These groups have joined other, older established organizations in Minneapolis-St. Paul, St. Louis, Milwaukee, Kansas City, St. Louis, Detroit, Chicago and elsewhere, all dedicated to keeping Mid-America in the forefront of U.S. world trade," he comments.

All of these groups have cooperated in promoting and publicizing the Chicago conference, and a meeting of officers of the various organizations attending the conference is planned to discuss mutual programs and problems. The session will be sponsored by the International Trade Club of Chicago, which during 1968-69 is observing the 50th anniversary of its informal and corporate history. The club is a co-sponsor, with the Chicago Association of Commerce and Industry, of the Chicago conference.

and government at all levels, most states have selected a process of supplementing the efforts of the Federal Government as outlined in the foreign programs of the U.S. Departments of Commerce and Agriculture.

The recent interest of Midwestern states in establishing offices overseas reflects the degree of involvement of these state governments in protecting and expanding their economic stake in foreign trade.

Historically, international trade with the United States could be summarized or described as an "east coast/west coast" matter for almost all of this nation's trading partners. This is not too unusual in that 200 years ago, this nation's population and production capabilities were located in the areas near deep water.

However, as this nation developed, communications have improved and the center of population and the preponderance of our industrial capabilities have shifted from these historical locations. Interest in international trade on behalf of Midwesterners has grown accordingly.

The seven Midwestern states of Minnesota, Wisconsin, Iowa, Illinois, Indiana, Michigan and Ohio accounted for 31% of this nation's total commercial agricultural exports for the year 1968, based on the dollar value of commodities shipped. Moreover these states have accounted for approximately 29% of the nation's exports of manufactured products.

A recent study carried out by the U.S. Department of Labor using 1965 data indicates that about 91,000 workers are required for each billion dollars of goods exported. Applying this to the total value of exports in these seven states, we find that approximately 770,000 workers depend upon international trade for their livelihood. It is easy to see why these states which have so many jobs involved in international trade are extremely interested in the benefits that international trade can provide to each state's economy.

In the face of foreign and home-grown competition, these benefits will not come automatically.

Japanese trade unit to visit convention and tour South

Top executives will attend world trade session at New Orleans

A high-level group of Japanese industrialists will take part in the 24th Mississippi Valley World Trade Conference to be held in New Orleans April 20-22.

The Economic Mission of Japan to the Southern United States will consist of nine business leaders, all either presidents or board chairmen, and their aides, totaling approximately 30 persons. This will be the first Japanese group of this nature and size to visit the United States for trade promotion purposes and the first Japanese commercial mission to visit the South.

Masao Anzai, president of Showa Denko K.K. (Japan's leading chemical manufacturer), will head the mission, which will take an active part in Mississippi Valley World Trade Conference panel discussions on April 22 at the Roosevelt Hotel. Anzai will be principal conference speaker at luncheon that day.

The Japanese mission came about principally as a result of New Orleans International House's trade mission to the Orient last September, at which time mission members came into contact with high-ranking Japanese ministers.

The Japanese mission will also visit Texas, Oklahoma, Georgia and Florida.

Law Society regional meeting to consider U.S. foreign trade

The regional meeting of the American Society of International Law, to be held March 21 at the University of Colorado School of Law, Boulder, Colo., will focus on international trade and U.S. business.

Scheduled speakers include: Lawrence A. Fox, director of the Bureau of International Commerce, U.S. Department of Commerce; Stanley D. Metzger, chairman of the U.S. Tariff Commission; and Joseph Gold, general counsel of the International Monetary Fund.

Registration fee is $10. Write: Regional Meeting, American Society of International Law, c/o Frederic L. Kirgis, Jr., Associate Professor of Law, University of Colorado School of Law, Boulder, Colo. 80302.

SEMINAR PARTICIPANTS listen to Dr. Juan Lavato, Rector of Ecuador Central University at Quito. Programs are conducted by CIESPAL (UNESCO Center for Higher Studies in Latin American Journalism).

Orientation sessions for U.S. businessmen being held overseas

State of Oregon sponsors seminars in Latin American countries

Orientation sessions for businessmen beginning overseas assignments have been growing in popularity in the United States. Varying the pattern is a course in which the classes are conducted in the foreign countries themselves.

The Oregon State System of Higher Education is sponsoring a series of seminars held in Latin American countries and conducted partially by Latin American officials, businessmen, and educators. Participants include U.S. businessmen, teachers, government workers, and their wives.

In addition to giving the participants greater knowledge about the country, the programs are aimed at pointing out the differences, often subtle, between doing business in the United States and doing business in Latin America.

Programs, which average a month in length, are scheduled for Bolivia, Colombia, Ecuador, and Peru this coming summer, with emphasis on the history, culture, economy, educational system, government, and industry of the countries.

Examples of the types of events scheduled include:

- a visit to the UNESCO Literacy Training Center for Latin America at Lake Patzcuaro, Mexico;
- visits to housing projects in Colombia;
- a lecture by a representative of the Institute of Economic Planning for Ecuador.

Classes are offered in elementary and intermediate level Spanish. When the lectures are conducted in Spanish, simultaneous translation through earphones is provided.

The seminars carry four term hours of graduate or undergraduate college credit in education or social science from the University of Oregon or Portland State College. Coordinator of the series is Mrs. Jennelle Moorhead, a professor at the University of Oregon and the Division of Continuing Education of the Oregon State System of Higher Education.

Programs are conducted in cooperation with such Latin organizations as the Colombia Institute for Advanced Training Abroad and the Ecuadoran Ministry of Education.

Over the Christmas holidays a travel-study seminar visited Mexico, Panama, Costa Rica, Nicaragua, Honduras, El Salvador, and Guatemala.

Further information about participation in these seminars can be obtained from: Mrs. Jennelle Moorhead, Coordinator of International Programs, Division of Continuing Education, P.O. Box 1491, Portland, Ore. 97207.

Malaysia gets $2.8 million ADB loan for palm oil mills

The Asian Development Bank has approved a loan of $2.8 million to the Government of Malaysia to finance the foreign exchange outlay on the first two stages of two palm oil mills of the Federal Land Development Authority (FLDA) in the State of Pahang, West Malaysia.

The two mills—Bukit Mendi Mill and Bukit Goh Mill—will serve two groups of land development schemes being planted with oil palm. The construction work will be carried out in four stages designed to give the mills the required capacity to process the production of oil palm fresh fruit bunches (FFB). The four stages of each mill will have capacities of 15, 35, 45 and 50 tons of FFB per hour and are to be successively commissioned by 1972, 1974, 1976 and 1978, respectively.

The first stage will be constructed from 1970 and is expected to be completed by November 1971, while the second stage is planned to be constructed from mid-1972 to the end of 1973. The total cost of the first two stages of the two mills will be $3.4 million, of which 70% is estimated as the foreign exchange component.

Bank of America credit helps Congo buy used jets

The Export-Import Bank has authorized the issue of its guarantee to Bank of America to cover $6.9 million of credit needed to finance the purchase by Air Congo of two used DC-8-33 aircraft and related spare parts. Total contract price of the equipment is $9 million. The seller will be Pan American World Airways, which will also provide technical assistance, including the training in the United States for flight crews and ground maintenance personnel.

Air Congo was formed in 1961 and now operates some 20 aircraft, including DC-3's, DC-4's and DC-6's, serving 28 international airports and some 15 smaller aircraft serving 27 domestic airports. The aircraft being purchased under the current transaction will provide service from Kinshasa and Lubumbashi to Brussels, Paris, and Rome, and will replace aircraft leased from Capitol International Airways, a U.S. company.

AT MINNESOTA TRADE MISSION meeting in Norway, member Ken Tannehill (standing) addresses local businessmen and industrialists. Seated at table, Ed Vinokour, Robert Stassen, Helge Rommesmo.

First Minnesota trade mission, to northern Europe, sees good markets for State's products

Participants report initial sales of $225,000; distributors for their goods appointed in all countries visited

Initial sales of $225,000 are reported, and close to a million dollars' worth of annual sales are foreseen, by the State of Minnesota's first overseas trade mission, according to mission coordinator Edward D. Vinokour.

The participants, who traveled to northern Europe last fall, were impressed not only with their actual sales but with the future potential for their machinery, electric items, and other goods in the marketing areas covered.

The group qualified as an industry-organized Government-approved trade mission under the Commerce Department's export promotion program. Its members represented small companies that were not at the time doing direct exporting, says Vinokour.

Broad aims

The objectives of the Mission were to develop export business for companies not currently selling to northern Europe and to introduce their products through distributors and agents; to familiarize the members with overseas markets, including sales, marketing and financing methods; to open channels of communication for direct contacts to do on-the-spot business; and to investigate possible licensing arrangements for manufacture of European products by Minnesota companies.

Members included J. Robert Stassen, North Central Life Insurance Co., St. Paul; Kenneth Tannehill, Printed Circuits, Inc., Minneapolis; Mervin and Leonard Kronfeld, Nortronics Co. , Golden Valley; Helge and Ole Rommesmo, Minn-Kota Manufacturing Co., Moorhead; and Edward D. Vinokour, Minnesota Department of Economic Development. Stassen was the Governor's representative on the mission and served as director.

"Because our product was new and unknown to the European trade, we did not expect to write a lot of orders on this mission," said Helge Rommesmo. "But, we feel more than satisfied because of our success in introducing our product to the various markets."

The group started its work in Hamburg, Germany, where it met with banking and chamber of commerce officials. Ken Tannehill completed negotiations for a contract with Siemen's in Munich. Helge Rommesmo appointed a distributor in Duesseldorf for his electric fishing motors and in Lubeck for special rock picking machines. Mervin Kronfeld lined up two distributors in Germany.

Took business proposals

Copenhagen proved equally beneficial, as all members were introduced to potential Danish importers. "Initial sales in Denmark were small but potentials will be rewarding," the mission reports. Ed Vinokour, coordinator of the group, carried business proposals for Minnesota companies unable to participate. He appointed distributors in Denmark and other countries for these firms.

The Mission traveled from Copenhagen to Oslo by overnight ferry and arrived ready for business the next morning. Norway was an excellent area for finding good distributors. Initial sample orders were taken from the appointed representatives for members' products. Helge and Ole Rommesmo, native born Norwegians, made an impressive representation in the Norwegian market with their products, the mission reports.

In Stockholm, there was a great deal of interest in the product lines for some sample sales. The group brought along samples or cut-away models to help in their sales efforts. Nortronics reports an excellent potential in Sweden and their new distributor/agent projects excellent figures for the next five years.

From Finland, initial orders were small, but already repeat orders have started to move from manufacturers in Finland.

Another company

In each country visited, the group was joined by representatives of Control Data Corp., instrumental in aiding the efforts of members, as most of the products were allied to Control Data's line.

The Kronfelds continued beyond the mission itinerary to Italy, Spain, Israel, Netherlands, and England, and are negotiating with distributors and/or agents in those countries. All of the members, according to Vinokour, look forward to future missions in other countries where their products can be marketed.

Although this one was the first to be organized by the State of Minnesota, the Minneapolis Chamber of Commerce sent an IOGA mission to Eastern Europe in 1967.

All sections of our country have been represented in the IOGA program, and many sponsors have organized repeat missions.

Pakistan to continue relaxing controls over permissible imports

New policy for early '69 transfers some metal items from free to full bonus list; liberalizes importation of drugs, publications

The main thrust of Pakistan's import policy for January-June 1969 continues to be greater reliance on market forces and relaxation of administrative controls over the composition of permissible imports. The essential features of the policy for the previous six-month shipping period have been maintained.

Commercial imports are divided into four categories: (1) free list, (2) licensable list, (3) cash-cum-bonus list, and (4) full bonus list. The Overseas Business Report (OBR 68-16, "Foreign Trade Regulations of Pakistan," gives details of Pakistan's licensing policy.

As in the previous policy, the free list contains 14 of the most essential industrial input items which may be imported only from specified sources against loan funds or under trade or barter agreements. Items on the free list may be imported without an import license at the official exchange rate of Rs. 4.76 to US$1.

Industrial consumers are allowed to open letters of credit up to 100% of their half-yearly entitlement for free list items, while commercial importers will be allowed to open letters of credit in accordance with assigned quotas or, in some cases, up to certain specified maximum amounts.

A significant change in the free list is the shift of iron and steel billets, steel ingots, iron or steel blooms and slabs from this list to the full bonus list. In the case of billets, it is proposed to offset the price impact of this shift to full bonus by removal of the 40% customs duty.

A further innovation allows importers of certain free list items (iron and steel products, non-ferrous metals, and nylon twine) to import only 50% of their entitlement for these items under free list; the remaining 50% of their entitlements must be imported under cash-cum-bonus.

With the conditions noted above, the U.S. is the sole source of procurement for the following free list items: iron, steel and non-ferrous metals; raw materials (medicinal) for the pharmaceutical industry (allopathic); fractional low lift power pumps; and nylon twine.

Chemicals and dyes, gas black and carbon black, marine diesel engines and parts, outboard engines, and wood pulp may be procured from the United States but also from other sources. Asbestos fibre, tools and workshop equipment will be procured entirely from non-U.S. sources. Specific sources for insecticides, pesticides, and fertilizers, (to be imported for the public sector only) will be announced later.

There is no significant change in the scope of the regular quota licensing list under which industrial and commercial importers are licensed at quota percentages announced by regional controllers without facility for repeat licenses. This list of 31 items is financed both from foreign credits and from allocation from Pakistan's own foreign exchange.

The allocation for scientific and technical journals and books has been nearly doubled over that of the last six-month licensing period. Pakistan's Minister of Commerce noted in a recent press statement that more liberal provisions also have been made for importing drugs, medicines, and raw materials for the pharmaceutical industry.

Laboratory glassware, electro-medical apparatus and appliances, scientific instruments, and optical instruments are importable under regular licensing against U.S. loans or under cash-cum-bonus against Pakistan's own exchange resources. Cotton seed/soyabean oil and edible sunflower oil, non-fat dried milk, and tallow are also on the licensing list subject to availability of PL 480 or barter.

The cash-cum-bonus list items, consisting mostly of essential industrial raw materials, are imported 50% at the official rate of exchange and 50% against the surrender of bonus vouchers.

Industrial raw materials falling under cash-cum-bonus will be licensed to industrial consumers at 100% of their half-yearly entitlement. Significant items on this list of 95 items include: iron and steel; non-ferrous metals and ferro alloys; ball, roller and taper bearings; components for electronic industry; tires and tubes for tractors; Jeeps; construction and engineering equipment; and laboratory equipment required by educational institutions.

All items on the free list, cash-cum-bonus list, and licensable list are also eligible for import under bonus, except sheet and plate glass. Items on the bonus list are imported against the surrender of bonus vouchers for the entire value of the items on the list.

This Export Bonus Scheme is financed entirely from a portion of Pakistan's own free foreign exchange set aside to back the vouchers issued to certain exporters for up to 40% of their export earnings. In addition to numerous consumer goods, this list also contains many items of industrial raw materials, components, and machinery not covered by the other lists.

Items not on one of the four import policy lists are considered ineligible for import, unless specifically authorized.

The information above supplements that in OBR 68-16. Information on the treatment of individual commodities may be obtained from the Near East-South Asia Division, OIRE, Bureau of International Commerce, U.S. Department of Commerce, Washington, D.C. 20230.

Oceanology firms score

Projected sales of $17.8 million for 35 participating U.S. firms during the next twelve months made the recent Oceanology International '69' at Brighton, England, one of the most succesful of all Commerce-sponsored trade show exhibits. Off-the-floor sales of over $1.1 million were another indication of high buyer interest at the Feb. 18-21 show, which attracted 5,000 registered visitors.

A full report will appear soon in *International Commerce*.

Ecuador increases prior deposits on luxury imports

In an attempt to combat a sharp decline in foreign exchange reserves, Ecuador's Monetary Board raised prior deposits on luxury imports by as much as 40% on Feb. 6. The maximum deposit rate was increased to 190%, a new high. In the case of essential imports the Board did not change deposit requirements but did change the categories to which the various percentages are applied.

In order to absorb excess liquidity (much of which has been channeled into imports) a reserve requirement of 40% on all deposits in excess of the Feb. 4 levels was established.

EXHIBITIONS, TRADE CENTERS, TRADE MISSIONS

United States overseas

Where and when should a U.S. firm venture into exporting for the first time or attempt to expand its sales in overseas markets? An apt answer may lie in the columns below that list details of U.S. overseas export promotions.

Sales opportunities are provided for present or potential U.S. exporters in U.S. Exhibitions at commercial trade fairs around the world, and shows at the six U.S. Trade Centers. These are planned after basic market research has shown a strong demand for a particular category of products. Other opportunities of interest are trade missions, America Weeks promotions, the Sample Display Service, and Mobile Trade Fairs. The last three are more fully described in a special notice accompanying this list.

Trade Center shows in London, Bangkok, Frankfurt, Tokyo, Milan and Stockholm are limited to one product line.

For further information on the Trade Center shows described in this listing, or for more facts on U.S. exhibitions at overseas trade fairs, **write:** Commercial Exhibits Division, BIC-932, U.S. Dept. of Commerce, Washington, D.C. 20230.

Trade missions are groups of U.S. businessmen organized to travel abroad to promote the export of U.S. goods and services manufactured by their particular industry. Some are organized and financed by the U.S. Government, while others are originated and paid for by various U.S. industries, with Government approval and assistance.

U.S. manufacturers, wishing further details on submitting business proposals for participation in future trade missions should **write:** Trade Missions Division, BIC-926, U.S. Department of Commerce, Washington, D.C. 20230.

The following calendar of upcoming U.S. trade promotion activities is based on the latest data available. It appears regularly in the first issue of INTERNATIONAL COMMERCE each month.

CONSUMER PRODUCTS. Japan, Hong Kong, Australia. Three leading department stores in Japan—Isetan (Tokyo), Meitetsu (Nagoya) and Hankyu (Osaka)—will stage America Weeks promotions during April and May. Three of the largest Hong Kong department stores—Wing On, Shui Hing and Lane Crawford—will stage simultaneous America Weeks promotions beginning Apr. 11. One of the largest stores in Australia, David Jones, will include a large U.S. section in a special international promotion scheduled for next May. Commerce is supplying customer attractions for all promotions. Most classifications of department store merchandise will be included. Write America Weeks, or telephone Area Code 202, 967-2051, for more details. All seven **promotions scheduled for April and May.**

METALWORKING AND WELDING EQUIPMENT. United Kingdom. Good sales opportunities await those U.S. firms offering machine tools and welding equipment with superior features. Currently, there are 1.14 million machine tools and 75,000 welding equipment units in operation in the United Kingdom. The latest market survey indicates that 26% of all machine tools are twenty or more years old. Further, 62% of the total units are ten or more years old. For the first half of 1968 orders placed for delivery from all sources were up 6% over the same period in 1967. For full details on how you may participate, telephone Area Code 202, 967-4653. **U.S. Commercial Exhibition, London International Engineering and Marine Exhibition, Olympia, London, England. Apr. 22-30.**

ELECTRICAL EQUIPMENT AND SUPPLIES. Thailand. Demand in Thailand for electrical equipment, apparatus and supplies is rapidly increasing. Thus U.S. producers of electrical equipment and supplies should find a profitable market for their products in this growing country. Thailand's electrification program—a concerted effort to increase electric power output and spread its availability—and steadily increasing prosperity has produced a construction boom in Thailand which together have created a rising demand for electrical construction supplies and equipment. A distinct electrical contracting industry has only recently developed, since formerly electrical work was performed by the general contractors. The emergence of electrical contracting as a specialty has resulted in increased emphasis on professionalism and the maintenance of high standards in electrical installations. U.S. producers are particularly able to compete in this market. The superior quality of U.S. goods is widely acknowledged throughout Thailand, and U.S. electrical specifications and standards are widely used and are familiar to most Thai contractors as a result of U.S. military construction. Moreover, this market is now supplied almost entirely by imports. For additional information, call Area Code 202, 967-4678. **Bangkok Trade Center. Apr. 28-May 3.**

PACKAGING, FOOD PROCESSING, METAL WORKING, PLASTICS, PETROCHEMICAL, MEASURING AND TESTING EQUIPMENT. Korea. Korea—the surprise package of the Far East—is rapidly developing as a new and attractive market for American products. This exhibition will provide American suppliers with an excellent opportunity for making immediate sales and a vehicle for developing a long range marketing strategy for Korea. Korean manufacturers want U.S. made machinery and equipment which are generally admired for quality, efficiency and sophistication. American suppliers entering the Korean market now will benefit from participation in Korea's rapid economic growth. Korea has experienced one of the highest economic growth rates in Asia, averaging over 9% a year in real terms during the past five years, with an expected 12% increase in 1968. The manufacturing sector has shown even more dynamic expansion, averaging better than 16% annually since 1962. Call Area Code 202, 967-4705 to reserve space in this important exhibition. **U.S. Industrial Machinery Exhibition, Seoul. May 8-17.**

AGRICULTURE AND FOOD PROCESSING EQUIPMENT. Yugoslavia. Yugoslavia, the corn and wheat "belt" of Europe, is one of the world's leading producers of numerous food products. Export of food products is a major source of hard currency earnings and has led Yugoslavia to concentrate

promotions scheduled

heavily on further development of this sector in its economy. As a result, the climate has never been better for the sale of modern U.S. agricultural and food processing equipment. American machines and technology are widely acknowledged to be the most suited to the type and size of production which is peculiar to Yugoslavian agriculture and food processing. The U.S. Department of Commerce will assist U.S. manufacturers of agricultural and food processing equipment in reaching this ready market by staging an exhibition at the Novi Sad Fair. The Novi Sad Fair is the traditional marketing showplace for this equipment in Yugoslavia. Participation in the U.S. Commercial Exhibition can be your entree to this major food producing market. Call Area Code 202, 967-4161 for participation information. **U.S. Commercial Exhibition, 36th International Agricultural Fair, Novi Sad. May 9-19.**

ANALYTICAL AND LABORATORY EQUIPMENT. Japan. Expenditures for research and development by Japanese universities, national research institutes, and private companies have increased at an annual growth rate of 15 to 20% during the last few years. At this rate, expenditures for the purchase of laboratory and analytical equipment should reach $600 million by 1970. Japanese manufacturers of this equipment have not been able to keep pace with the rapid development in other manufacturing areas. It is, therefore, apparent that the increasing number of Japanese buyers must continue an even heavier reliance on imported equipment to obtain the range of sophisticated products required for Japan's industrial progress. The superiority of American made analytical and laboratory equipment over Japanese and European products is generally accepted among Japanese users. The U.S. share of total imports exceeds 50% in most categories and, in many cases, reaches from 80-100%. A recently completed comprehensive market research study clearly indicates a high sales potential for a wide range of U.S. products. The market study lists 56 products with notations as to export feasibility and market size. 1969 promises to be a prosperous year for Japan with growing opportunities for U.S. exporters. Call Area Code 202, 967-5286 for additional information and a space reservation in this important exhibition. **Tokyo Trade Center. May 12-17.**

INDUSTRIAL FASTENERS AND ADHESIVES. United Kingdom. The United Kingdom is one of the world's most highly industrialized nations and the third largest market for exports from the United States. The U.K. market for U.S. exports has strengthened since devaluation in the face of recent attempts by the U.K. to reduce overall imports. This trend is expected to continue, since the U.S. is a major source for the advanced and sophisticated products the U.K. needs to improve its productivity growth. The exhibition will feature advanced industrial fasteners and adhesives, fastening systems, adhesive systems, combination fastening-adhesive systems, application tools and equipment, and production machinery. For complete details on how you may participate, telephone Area Code 202, 967-5768. **London Trade Center. May 14-21.**

HIGH FREQUENCY MEASURING AND TEST INSTRUMENTATION. Germany. The German electrical industry is the second largest producer in the world after the United States. To achieve and maintain this position, Germany requires the latest in electronics research and development instrumentation and it is not surprising that Germany is the largest export market for U.S. electrical and electronic equipment in the world. One of the prime markets is that for highly sophisticated, sensitive, and accurate measuring equipment representing the latest in the state-of-the-art and generally used in research development and experimental laboratories. This specialized market was estimated at $45 million in 1967 with U.S. companies already established importing growth rates of 25%. For additional information on this growing market, and how you may exhibit, call Area Code 202, 967-3088. **Frankfurt Trade Center. May 19-23.**

OPTICAL AND PHOTOGRAPHIC SYSTEMS. Scandinavia. Categories of equipment will be lasers, fiber optics, spectroscopy, high speed photography, aerial photography and photogrammetry, information and data display, other instrumentation, lenses and materials. All Scandinavian distributors, buyers, and potential buyers of this equipment will be invited to this show. Attendees will be firms and individuals interested in laser and fiber optic applications, the sciences, research and development, medicine, oceanography, pollution control, quality control, chemicals, data handling, reprography, aerial and industrial photography, etc. A market survey reveals strong Scandinavian interest in these types of U.S. made equipment. The markets are sizable and over $4 million of this equipment was shipped to Sweden and over $2 million worth was shipped to the other Scandinavian countries from U.S. plants in 1967. Rapid sales growth is forecast for certain products. For more information on these markets and for full details on how you may exhibit, telephone Area Code 202, 967-4421. **Stockholm Trade Center. May 19-24.**

HIGH VACUUM AND CRYOGENIC EQUIPMENT. Italy. Demand in Italy for high vacuum and cryogenic equipment has increased steadily the last few years with the growth of the chemical, food processing, electronics and other industries that use high vacuum and cryogenic equipment. Currently, consumption of high vacuum equipment in Italy is valued at $10 million and Italian production satisfies about 40% of total domestic demand. U.S. manufacturers are in a position to capture a growing share of this market as Italians have a high regard for U.S. products. To insure your share call Area Code 202, 967-3944 to obtain full details on how you may participate. **Milan Trade Center. May 22-26.**

AEROSPACE EQUIPMENT. France. Air passenger and cargo traffic in Europe is increasing at an extremely fast rate, requiring a corresponding growth in commercial airfleets, airports, freight and ground handling facilities, service and repair equipment and all types of aircraft equipment and compo-

nents. Aviation facilities are feeling the strain of heavily increasing traffic. Sales prospects for U.S. made equipment throughout Europe's aerospace industry are excellent. An opportunity exists for U.S. firms to enter this expanding market to introduce recent innovations and significant developments in this field. For information call Area Code 202, 967-4961. **U.S. Commercial Exhibition, 28th International Aviation and Space Salon, Paris. May 29-June 8.**

ALUMINUM PRODUCTS AND FABRICATING EQUIPMENT. Thailand. Included in this exhibition will be aluminum products with end uses in the following markets: building and construction; transportation; consumer durable goods; electrical industry; machinery and equipment; and containers and packaging. Fabricating, processing and assembling equipment and tools will also be shown. The exhibition will be preceded by an intensive promotion campaign in Thailand and selected countries in Southeast Asia aimed at attracting to the Bangkok Trade Center a select trade audience comprised of: fabricators of aluminum, managers of metal working plants, builders, architects, government officials, engineers, leading importers and distributors, and other special target groups that participants express interest in reaching. During the exhibition, the Trade Center will stage a three-day seminar for Southeast Asian businessmen on the various applications of aluminum. For additional information, call Area Code 202, 967-5297. **Bangkok Trade Center. June 2-6.**

ADVANCED MEDICAL EQUIPMENT. Germany. U.S. achievements in the advanced medical equipment field have long been recognized by Germany's leading doctors. Approximately 4,000 of these specialists will attend the Medical Congress, Diagnostica, at Karlsruhe with primary emphasis in the diagnostic field. Concurrently, the U.S. Department of Commerce will sponsor a special exhibition of advanced medical equipment. Current investments for modernization and enlargement of Germany's 3,600 hospitals amount to $250 million a year with $50 million spent annually on medical electronics and advanced laboratory equipment. U.S. manufacturers interested in selling to this 650,000 bed market can also look forward to selling to the 150 clinical and central hygiene institutes which are currently carrying on research in various fields of medicine. For further information, call Area Code 202, 967-3088. **Frankfurt Trade Center Offsite Show at Diagnostica, Karlsruhe. June 6-10.**

AUTOMOTIVE PRODUCTION EQUIPMENT. Japan. The phenomenal expansion of automotive production in the last few years has made Japan the world's second largest producer. There was a production increase of almost 40% during Japan's fiscal year 1967 and the Japanese Government has predicted nearly a 300% growth in passenger car production in 1971 over 1966. This will result in 2.4 million passenger cars in a total output of almost 5 million vehicles. Thus it is no surprise that all 10 major auto manufacturers and the more than 1,000 parts manufacturers are surging ahead with expansion plans to meet the booming domestic and climbing export demands. Equipment investment in the automotive industry rose by 74% in Japan FY 1967. Another substantial increase is forecast for fiscal 1968. A Japanese Government program aiming at the modernization of automotive parts manufacturing provides low interest long-term loans for the purchase of 110 different types of machinery. Product categories with outstanding sales potential in Japan are: metal cutting and metal forming machine tools; painting and plating; test and inspection; specialized assembly, and continuous heating equipment; and packaging machinery. Call Area Code 202, 967-4511 for additional information and a space reservation. **U.S. Solo Exhibition, Tokyo. June 10-14.**

DATA PROCESSING. Scandinavia. Sales in Sweden of electronic data processing and peripheral equipment are expected to total about $100 million in 1969. American designed or manufactured EDP equipment imported and used in Sweden accounts for well over 70% of this market. Related American equipment accounts for like percentages in Denmark, Finland and Norway. Direct U.S. exports of such equipment to the four Scandinavian markets totaled $13.4 million in 1967. But the bulk of Nordic imports of EDP equipment came from European-based American manufacturing and assembly plants. Reliable trade estimates predict that demand for data processing equipment in Scandinavia will grow during the next decade to annual rates ranging from 20-40%. U.S. firms can be expected to maintain a substantial share of these markets. The Stockholm show will attract from throughout Scandinavia potential buyers representing Government agencies, banks and other financial institutions, computer time-sharing centers, manufacturing establishments and firms engaged in providing transportation services. For more information on the markets for data processing equipment in Scandinavia and for full details on how you may exhibit, call Area Code 202, 967-3958. **Stockholm Trade Center. June 11-17.**

MARINE EQUIPMENT. United Kingdom. The British shipbuilding order book for 1968 is expected to exceed 1967 orders by 106%. The devaluation of the pound plus reorganization of the shipbuilding industry has given British shipbuilders a competitive edge over the European shipyards and placed them on parity with the Japanese shipyards. The United Kingdom ranks fourth among the shipbuilding nations of the world, and only slightly behind West Germany on the basis of total order book. Extensive interviews with British shipbuilders and fleet owners indicate a tremendous interest in United States marine equipment. This interest covers a large list of products in the categories of engineering equipment, navigational equipment, deck and cargo gear, and special equipment for the fishing industry. A limited number of products were designated in the product categories of hull and safety equipment as well as a number of miscellaneous categories. For complete details on how you may participate telephone Area Code 202, 967-3849. **London Trade Center. June 11-18.**

INDUSTRIAL AND PUBLIC SECURITY EQUIPMENT. Italy. Unprecedented Italian economic expansion is creating problems whose solution requires the use of sophisticated security systems and equipment. Large capital investments in complex plants and warehouses, increasingly liberal credit facilities, and greater acceptance of self-service merchandising call for the last word in protection against such risks as fire, theft, industrial espionage, forgery and shoplifting. Awareness of the availability of equipment capable of providing full protection, as well as appreciation of the extent of loss inadequate protection can cause, is spreading rapidly among Italian businessmen and public security officials. For American manufacturers of security items ranging from such items as electronic intrusion detection equipment, fire alarm devices, and lock systems through personnel identification systems to police equipment for such functions as crowd and traffic control,

America Weeks

America Weeks are overseas retail sales promotions of U.S. consumer goods.

Overseas retailers planning one of these promotions make their merchandise selections through overseas offices or agents of American manufacturers or through an appropriate U.S.-based buying office.

Announcement of each separate America Weeks promotion, along with the name of the related buying office, is made by INTERNATIONAL COMMERCE. Consumer goods suppliers interested in selling to overseas stores holding America Weeks promotions should contact the overseas stores directly if agents are utilized, or otherwise work through the stores' U.S.-based buying office.

Any U.S. organizations interested in supplying promotional material for this program are asked to give a brief description of the exhibition or demonstration, and to indicate the languages in which it is available.

Write: America Weeks, BIC-926, Department of Commerce, Washington, D.C. 20230.

Sample Displays

A Sample Display Center is just what its name implies—a place to show samples of U.S. products.

U.S. firms without agents in the area may use any Center to present their products to prospective local agents and distributors.

Centers are supervised by U.S. commercial officers at the embassies in the host countries. U.S. products and descriptive literature may be displayed without charge for 30 days.

For information on the Centers in Bangkok, Beirut, and Nairobi, **write:** Sample Displays, BIC-918, Department of Commerce, Washington, D.C. 20230.

For the Sample Displays at Addis Ababa and Hong Kong, **write** to the Commercial Attache at the American Embassy in Addis Ababa and the Consulate General in Hong Kong.

Mobile Trade Fairs

Mobile trade fairs are private business ventures designed to show and sell products of U.S. business and agriculture through traveling exhibitions carried in ships, airplanes, trains and exhibit vans.

Objectives of a mobile trade fair are to help U.S. firms enter the exporting field; to open new markets for American goods; and to assist U.S. business concerns in finding overseas agents.

The Bureau of International Commerce provides technical support and certain kinds of financial assistance to qualified mobile trade fair operators.

Write: Mobile Trade Fairs, BIC-926, Department of Commerce, Washington, D.C. 20230.

sales prospects have never been better. A significant opportunity exists for U.S. firms to capture a major share of this expanding market. For full particulars about this exhibition call Area Code 202, 967-3968. **Milan Trade Center. June 12-16.**

DATA PROCESSING. Thailand. There is a growing need for data processing equipment and know how to help Asian nations meet the demands of rapid economic growth and industrial expansion. At the Bangkok data processing seminar exhibition experts from American firms will meet with key government and business leaders from throughout Asia to discuss the computer field and its many applications in developing countries. The seminar will place emphasis on workshop sessions and small work groups to encourage an exchange between Americans and Asians while the exhibition will display products and equipment of U.S. manufacturers and will include films, graphics and mock-up models. For further participation information, call Area Code 202, 967-5148. **Bangkok Trade Center. June 23-27.**

FOOD PROCESSING AND SERVING EQUIPMENT, Japan. Japan's dramatic industrial expansion is taking place in a tight labor market resulting in increasing wages and a higher standard of living for the average Japanese citizen. The fiscal year 1968 (ending March 31, 1969) per capita income is conservatively estimated at $1,040, a 9% increase over FY 1967. Moreover, there is a continuing trend towards more eating away from the home and the consumption of western type foods. Imports of food processing and packaging equipment in 1967 were $6 million and $7.4 million respectively, representing significant increases over 1966. A large part of eleven acres at EXPO '70 in Osaka will be devoted to restaurants and coffee shops. The Japanese market now offers excellent sales opportunities for food processing, packaging and serving equipment. In addition, this exhibition offers a rare opportunity to benefit from Japanese end-users purchases for EXPO '70. Take advantage of this rare opportunity to participate in a dynamic market by calling Area Code 202, 967-5286. **U.S. Solo Exhibition, Osaka. July 21-25.**

GRAPHIC ARTS EQUIPMENT. Japan. Japan's dynamic graphic arts industry has experienced an estimated annual growth rate of 20% and the industry is expected to continue expanding. To accommodate this growth, imports of printing machinery and related products have amounted to around $15 million a year during the past few years. As one indicator, Japan ranks second in the world in magazine circulation with a total annual production of 1.4 billion copies in 1966. In addition, 121 newspapers have a daily circulation of 32 million. Increasing demand for the services of this industry combined with an acute shortage of skilled labor has created a growing market for modern high-speed American made equipment. Products that have a particularly good potential for sales in Japan include electronic offset and letterpress platemaking equipment, high-speed multi-color sheet fed offset press and lithographic rotary press, high-speed automatic precision bookmaking equipment, densitometer and other testing equipment, high-speed multi-color rotary letterpress, automatic photo developing and finishing equipment, electronic photocopy equipment, collating machines, and drawing instruments for analog computers. Take advantage of this opportunity to exhibit in a dynamic market by calling Area Code 202, 967-4705 to reserve exhibit space. **Tokyo Trade Center. July 21-26.**

PAPER CONVERTING, PRINTING EQUIPMENT. Thailand. Thailand today offers immediate and long range sales opportunities and profits for U.S. manufacturers of paper converting, printing and allied equipment. The rapidly increasing tempo of business, the brisk advance of industrial development, coupled with the ready acceptance of advanced methods of packaging, merchandising and business management have led to an accelerated use of paper in all its forms. While the demand for paper products continues to expand, local Thailand producers are presently able to supply less than a quarter of the paper stocks needs. Over the next year, however, completion of several large new paper factories will change the supply substantially, specially for kraft, newsprint and some simpler types of paper stock. This local source of less expensive paper is expected to further stimulate Thailand's domestic converting and graphics industry, creating more promising markets for U.S. manufacturers. For additional information call Area Code 202, 967-4858. **Bangkok Trade Center. Sept. 16-19.**

CHEMICAL PROCESSING EQUIPMENT. Japan. The dynamic expansion of chemical production in the last few years has made Japan the world's second largest producer. The chemical industry increased production by 17% in fiscal year 1967 with a 10% increase expected in FY 1968. Japanese petrochemical production alone increased 28% in FY 1967 to 25% of aggregate chemical output. Equipment investment in the chemical industry rose by an estimated 55% in FY 1968 to $1.4 billion. The petrochemical industry, which has a 50% share of chemical investments, plans to increase investment in FY 1968 78.2% over the preceding year. A recent market study indicates strong Japanese interest in certain types of U.S. chemical processing equipment. U.S. manufacturers can capture a growing share of this market as the Japanese desire the most modern equipment and will pay for it. Some of the products with outstanding sales potential in Japan are: corrosion resistant materials; disposal, recovery and cleaning systems; temperature and pressure equipment; separating, size reduction and classification equipment; instruments for plant control, automation equipment and vacuum equipment. For more information on this market and for full details on how you may participate, telephone Area Code 202, 967-4511. **U.S. Commercial Exhibition, Chemical Plant Engineering and Measuring Equipment Show, Tokyo. Sept. 16-21.**

COMPONENTS FOR MACHINERY & VEHICLES. Scandinavia. This exhibition will be directed primarily to Scandinavian original equipment manufacturers of machinery and vehicles. There are several hundred such firms in Sweden alone who manufacture over $1 billion of the following types of machinery and vehicles annually (value of equipment produced in 1966 in parentheses): Materials handling equipment ($117 million); excavating, mining, crushing, and sorting machinery ($100 million); tractors and farm machinery ($98 million); machine tools and woodworking machinery ($60 million); automobiles, trucks, and military vehicles ($454 million); other specialized industrial machinery ($197 million). Swedish equipment manufacturers alone use $600 million of components annually for machinery and vehicles, and half of these components are imported. According to a market survey just completed overseas, the Swedish markets for hydraulic and pneumatic equipment and hydrostatic transmissions are expanding very rapidly, and U.S. companies should get a large share of these markets. Other areas in which U.S. companies should achieve good sales are: specialized electric motors, diesel engines, clutches and couplings, special engines and fuel cells, numerical controls, coolant pumps and filters, specialized controls and switches, etc. For more information on these markets and for full details on how you may exhibit, telephone Area Code 202, 967-5751. **Stockholm Trade Center. Sept. 17-23.**

MACHINE TOOLS AND QUALITY CONTROL EQUIPMENT. Mexico. With the substantial growth of the volume of products manufactured in Mexico and the increasing need to export to support its industrial growth, industry in Mexico has come to realize the importance of product quality in sustaining market acceptance. However, the improvement of quality to difficult due to a shortage of skilled labor. The industry of Mexico is increasingly finding that the use of more advanced and automated machine tools and equipment, complemented by a full scale quality control department, is the best solution to its problem. As this trend to advanced machine tools continues at an accelerated pace, U.S. industry can improve its share of the Mexican market through aggressive selling and greater sales promotion efforts. To assist the U.S. machine tool industry, the Department of Commerce and the American Society of Tool and Manufacturing Engineers (ASTME) will sponsor the First Inter-American Manufacturing Engineering Conference to be held in conjunction with the Department of Commerce Machine Tool Solo Exhibition. For additional information, call Area Code 202, 967-5506. **U.S. Solo Exhibition, Mexico City. Sept. 18-26.**

WELDING AND CUTTING EQUIPMENT. Germany. The Department of Commerce will sponsor a U.S. Exhibition at the Seventh Welding and Cutting Trade Fair at Essen in September. This fair is held every four years and is acknowledged to be the largest and most important fair in its field. For further information call Area Code 202, 967-4601. **U.S. Commercial Exhibition, Seventh Welding and Cutting Trade Fair, Essen. Sept. 20-28.**

THERMAL INSTRUMENTS. United Kingdom. In the United Kingdom the market for all thermal instruments totaled $75 million in 1968. That group of thermal instruments to be included in this exhibition had a 1968 market of $50 million. The thermal instrument market, under conditions existing at the beginning of the year, is projected to increase by 10% in 1969. Imports from the United States into the United Kingdom are expected to increase in 1969 over 1968 by approximately 5%. The increase will be greater for those products incorporating advanced technology as the United Kingdom continues to rationalize and expand industrial production. The objective of the thermal instruments exhibition is to give an opportunity to the major users in the United Kingdom to review all their thermal instrument requirements against the best the United States manufacturers have to offer. For complete details telephone Area Code 202, 967-3848. **London Trade Center. Sept. 22-26.**

PRODUCTION EQUIPMENT FOR THE ELECTRONICS INDUSTRY. Japan. The market for electronics production equipment is one of the most intriguing in Japan today. Japan has carved out a position in world markets as the second largest producer of electronic products. This breathtaking growth has fostered a dramatic increase in demand for electronics production equipment, a significant portion of which must be im-

ported. For example, imports account for from 60-70% of the integrated circuit production equipment used in Japan. Purchases of electronics production equipment during 1968 have been estimated at over $30.5 million. The largest single category was IC production equipment ($14 million) followed by production equipment for semi-conductors ($8.3 million), automatic printed circuit boards ($5.3 million), and semi-conductor material ($2.7 million). U.S. products are in demand. The U.S. Exhibition will include production equipment for manufacture of integrated circuits, printed circuit boards, semi-conductor materials and components, and large scale wire interconnecting equipment. This Exhibition is part of the annual Japan Electronics Show sponsored by the Electronics Industries Association of Japan. Take advantage of this opportunity to exhibit in one of the world's most dynamic markets for electronics production equipment by calling Area Code 202, 967-4705. **U.S. Commercial Exhibition, Japan Electronics Show, Osaka, Oct. 1-7.**

NUCLEAR EQUIPMENT, Switzerland. One of the fastest growing and most promising fields today is the application of nuclear technology in industry, medicine, power, agriculture and research. As commercial applications of nuclear technology become more widespread, the market for nuclear equipment and instruments expands. The European market is becoming especially attractive as programs for nuclear energy for power generation and the use of nuclear technology for many other uses become a multibillion dollar business. Sales of nuclear equipment will soar as the industrialized countries expand their activities in this field. New opportunities for U.S. suppliers of nuclear equipment are opening up. NUCLEX '69, the International Nuclear Fair, will afford U.S. manufacturers of all types of nuclear equipment and instruments the opportunity to show their products to all the important visitors who will be attracted to this outstanding international event. For additional information, call Area Code 202, 967-5751. **U.S. Commercial Exhibition, NUCLEX '69, Basel, Switzerland. Oct. 6-11.**

ENVIRONMENTAL POLLUTION CONTROL. Scandinavia. In March, 1969, Sweden will kick off an extensive Government, TV and radio-sponsored campaign for new and improved control measures in the areas of air and water pollution. While there are no specific statistics available regarding production and foreign trade in this area, an on-the-spot survey reveals a very active and growing market in Scandinavia for pollution control equipment, as well as monitoring and calibration instrumentation. In 1969, Sweden alone will spend over $100 million on such equipment and instrumentation. Potential best sellers for American manufacturers range from sludge reduction equipment to sophisticated calibration equipment for measuring presence of metal, fluorine and acid in industrial effluent. American manufacturers of solid waste disposal equipment and noise abatement devices are also invited to participate in this important event. This is a too-good-to-miss opportunity for U.S. firms to show and sell their products in the Nordic market area. For further information on the demand for pollution control equipment and instrumentation in Scandinavia, and for full details on how you may exhibit, call Area Code 202, 967-3741. **Stockholm Trade Center. Oct. 15-21.**

CONNECTORS, RELAYS, MICROSWITCHES, POTENTIOMETERS. Germany. German consumption of electrical components is growing at one of the fastest rates for any segment of the economy. The total market, aside from the demand of the German Bundespost for connectors, relays, microswitches, potentiometers, is estimated at $90 million a year. It is expected to grow at a rate of 20% a year. The American share of this market is about 30% with about $15 million representing direct imports from the USA, the balance being manufactured in Germany and other European countries. A substantial portion of these imports is intended for military applications. For further information of this market and how you may exhibit, call Area Code, 202, 967-4162. **Frankfurt Trade Center. Oct. 20-24.**

DYNAMICS TEST EQUIPMENT. United Kingdom. The

U.S. SUCCESS AT LAST YEAR'S JAPAN ELECTRONICS SHOW should bring more American exhibitors to this year's show, scheduled for Oct. 1-7 in Osaka. Japan was a $30 million market for electronics production equipment in 1968, and U.S. items are in demand. Below, buyers view exhibits at the 1968 show.

U.S. share of total United Kingdom imports reached 12.9%, a .4% improvement over 1967. U.S. dollar volume was up approximately 10%, with a 5% improvement expected in 1969. Thus, the United States continues to improve its position in this market in the face of import and economic restraint regulations. To assist U.S. industry to further penetrate the U.K. market, a dynamics test equipment exhibition will be held featuring test equipment in the disciplines of vibration, acoustics, shock, fatigue, force, strain, and pressure. The exhibition promotion campaign will cover all industries offering a significant market for dynamics test equipment. Special emphasis will be placed on promotion to the major industry areas of automotive, aeronautical, electronic, civil engineering, architectural and packaging operations. For complete details as to how you may participate in this exhibition, telephone Area Code 202, 967-4461. **London Trade Center. Nov. 10-14.**

SHIPBUILDING, MARINE AND PORT EQUIPMENT. Netherlands. Shipbuilders, shipowners, stevedoring companies and port officials from throughout the world will attend this show, which is the largest international maritime exhibition. The shipbuilding and marine industries are regaining vitality and are again becoming important in the economies of the Western European maritime countries. As of Oct. 1, 1968 these countries had 51.1% of the total world's new ship tonnage either under construction or on order. In recent years European shipyards have invested heavily in building mammoth size docks to accommodate construction of vessels weighing 250,000 d.w.t. New yards are under construction and more are scheduled for completion within the next two years to facilitate building of the super size vessels. Both builders and owners are looking for advanced equipment and machinery which will help them maintain or improve their competitive position. European ports have also had to invest heavily in new facilities to meet the ever increasing demand for faster and more efficient service in unloading and loading cargoes. For example Rotterdam, the largest port in the world, will invest over $300 million within the next five years in adding and improving port facilities. Recent market surveys indicate that U.S. manufacturers of sophisticated maritime products will find an exciting profitable market for equipment incorporating the latest technological developments. Firms interested in reserving space for this exhibition should act immediately due to the limited space available and the high degree of interest in this show prevailing in industry. For further details call Area Code 202, 967-4256. **U.S. Commercial Exhibition, EUROPORT '69, 8th Annual International Maritime Exhibition, Amsterdam. Nov. 11-15.**

MEASURING, RECORDING AND CONTROL INSTRUMENTATION FOR THE CHEMICAL INDUSTRY. Germany. The Department of Commerce will organize a U.S. Exhibition of instrumentation for the chemical industry at ACHEMA 1970. The fair, held every three years, is regarded as the world's leading showplace for equipment for the chemical industry. For further information call Area Code 202, 967-4161. **U.S. Commercial Exhibition, ACHEMA 1970—16th Chemical Engineering Exhibition and Congress, Frankfurt. June 17-24, 1970.**

Space fully booked

The following shows, in which all available exhibit space has been reserved, are still open for visits by interested representatives of the industries involved. U.S. firms with sales representatives or distributors in the area of any of the listed Trade Centers and exhibitions can ask these local businessmen to visit the shows to see the 'state of the art' in each particular field.

METAL SURFACE TREATMENT EQUIPMENT. Germany. To combat corrosion and to treat metals for modern finishes, Germany looks to the U.S. with its advanced experience in this field. As a country which is aggressive in international trade, Germany is aware of the need to adapt to modern concepts, materials, and equipment to remain competitive in the world market. **Frankfurt Trade Center. Mar. 17-21.**

PULP AND PAPER EQUIPMENT. Scandinavia. Over 300 Scandinavian pulp and paper plants and numerous converters present an excellent market for the latest in U.S. machinery, controls, equipment, and supplies. As major world producers and exporters of pulp and paper, Scandinavian plants are forced by stiff international competition to invest in modern, large-scale machinery. Sweden, especially, is undergoing modernization, capacity expansion, and vertical integration of its pulp and paper industry. **Stockholm Trade Center. Mar. 20-26.**

PLASTICS INDUSTRY EQUIPMENT. Benelux. Production of plastic products in the Benelux countries is rising rapidly to satisfy steadily expanding consumption. EUROPLASTICA '69, the International Plastics Exhibition, the most important plastics industry trade fair for 1969, is expected to attract many top industry officials from throughout Europe and the world, enabling those in attendance to make important contacts. **U.S. Commercial Exhibition, EUROPLASTICA '69, Brussels, Belgium. Mar. 22-30.**

FLUIDIC DEVICES. United Kingdom. This highly specialized show will attract engineers, scientists, researchers, manufacturers, industrialists, commercial firms and government officials interested in viewing the latest developments in fluidics and advanced switching devices. **London Trade Center. Apr. 14-18.**

MATERIALS HANDLING EQUIPMENT. Italy. U.S. makers of industrial in-plant materials handling systems and equipment should find attractive sales opportunities resulting from continued economic expansion and the increasing emphasis on industrial modernization. **Milan Trade Center. Apr. 14-25.**

ELECTRONIC COMPONENTS. Scandinavia. Growth rates for certain types of electronic components exported from the U.S. to Scandinavia have ranged from 35% to 300% during the past year. Scandinavian use of integrated circuits will double in 1969. Of the four Scandinavian countries, Sweden presents the largest market for these components—consuming over $100 million worth in 1967. **Stockholm Trade Center. Apr. 16-22.**

PACKAGING EQUIPMENT. Germany. American equipment continues to be competitive and is finding even greater acceptance as Europeans accelerate the scale of the in-plant packaging systems closer to those prevailing in the U.S. Truly an international fair, INTERPACK will attract buyers from all over the world. **U.S. Commercial Exhibition, INTERPACK —5th International Fair for Packaging Machines, Packaging Materials and Confectionery Machinery, Duesseldorf. May 10-16.**

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CURRENT BUSINESS DEVELOPMENTS IN BRIEF: The **British** shipbuilding and electrical engineering industries recently announced plans for switching over to the metric system. The shipbuilding industry is already building several container ships according to metric specifications and anticipates a complete changeover by 1972. The electrical engineering industry expects the switch to the metric system for most products between 1971 and 1974. . . . Preliminary data indicate that in 1968 **Spain's** imports rose 1.1% to $3,522 million ($3,484 million in 1967); the U.S. share rose 1.0% to $590 million, accounting for 16.8% of the market ($584 million and 16.8% in 1967). Last year, total exports rose 14.7% to $1,589 million ($1,384 million in 1967); exports to the United States jumped 38% to $279 million, accounting for 17.6% of the total ($202 million and 14.6% in 1967). The Ministry of Information and Tourism announced that over 19 million tourists visited Spain in 1968, a 7% increase over 1967. . . . The Owens-Corning Fiberglas group, of Toledo, Ohio, has established a sales subsidiary in **West Germany,** the Owens-Corning Fiberglas Deutschland G.m.b.H., Wiesbaden. The new company, set up by the group's Belgian subsidiary, the Owens-Corning-Fiberglas S.A., of Brussels, is to sell the parent company's fiberglas products on the German, Austrian and Swiss markets. The General Telephone & Electronics (GT&E), of New York, New York, recently acquired a majority holding in Saba Schwarzaelder Apparate-Bau-Anstalt August Schwer Soehne G.m.b.H., is one of Germany's leading producers of radios, television sets, record players, and tape recorders. The company hopes to increase its turnover by going into mass production and by distributing a range of less expensive products manufactured by the GT&E subsidiary at Hong Kong.

France selective in import

Emphasis on high technology should benefit U.S. suppliers of advanced items

By ALEXANDER J. DAVIT

Counselor for Economic Affairs, U.S. Embassy, Paris

The outlook for U.S. exports to France for at least the next year is heavily weighted in favor of the high-technology products that French industry needs in its efforts to increase productivity.

That drive, fueled last spring by the large wage increases granted in the settlement of the general strike and again in midsummer by the elimination of all tariffs between the six Common Market countries, aims at making French industry more competitive with other Common Market producers in its own market as well as in the other five EEC markets.

Although the French austerity program introduced last year undoubtedly will have a dampening effect on imports, the country's purchases from the United States in 1969 should show some increase above the 1968 record level of $1.3 billion.

Despite a number of deflationary measures, including restraints on credit, a reduction of the 1969 budget deficit and an increase in the value-added tax, the real economic growth rate for 1969 is projected at a hefty 5%.

Among the French Government's economic objectives is the continuation of a high rate of growth in investment by private enterprises, and private outlays on plant and equipment this year may rise substantially over 1968. French manufacturers will benefit from a 10% tax credit on purchases of most investment goods throughout the remainder of this year.

Among the French Government's economic objectives is the continuation of a high rate of growth in investment by private enterprises. French manufacturers can benefit from the 10% tax credit on purchases of most investment goods which will remain in effect through 1969. Also, French industrialists are especially aware of the importance of strengthening their competitive position both within the Common Market and in world markets through investment in up-to-date plant and equipment.

Possible EEC inroads

Now that the tariffs between the Common Market partners are completely eliminated, French manufacturers are carefully watching possible inroads being made into traditional French markets by their Common Market competitors. In addition, French businessmen are seeking improved opportunities in the markets of their partners. They are also responding to encouragement from government and private organizations to expand exports to other markets.

These circumstances create demand for producers goods, particularly of the most technologically-advanced types. The United States has always been a leading supplier of capital goods to France. It enjoys an excellent reputation for its innovations and new developments. Hence, American producers would do well to intensify their efforts for the marketing of advanced machinery and equipment, particularly that which provides a high degree of automation. French interest is evidenced by recent visits of French industrialists to the Embassy with a view toward acquiring highly automated plant equipment.

While the impact of December tax modifications on the competitive position of U.S. goods sold in France will vary in individual cases, it does not appear substantial enough to offset entirely the July 1 reductions in French tariffs. The unweighted arithmetic average of French tariffs on manufactured goods fell from 14.4% to 10.7%, as a result of the Kennedy Round and the alignment of French tariffs with the Common External Tariff of the EEC.

U.S. disadvantage reduced

U.S. suppliers of capital goods will continue to face stiff competition from other suppliers, particularly those in Common Market countries. However, they should bear in mind that, with last July's complex tariff adjustments by France as well as its Common Market partners, their margin of relative disadvantage has been reduced for many products.

The developing interest in safety within plants is resulting in an increasing market

ADVANCED AMERICAN EQUIPMENT finds receptive markets in France, especially in industries where the technology gap gives U.S. manufacturers a lead. This is a semiconductor factory near Marseille.

for industrial safety devices and equipment. French industry generally acknowledges the United States as a leader in this area.

Manufacturers of machinery, supplies and equipment for institutional feeding, containerization, and food packaging equipment have excellent prospects despite increasingly stiff competition. Institutional feeding systems and automatic food and beverage machines are being introduced in increasing numbers both in plants and shopping centers.

The retail marketing of pre-cut meats and frozen foods is expanding and bringing a demand for a variety of materials and equipment used for preparing, wrapping, weighing, packing, and sealing. Increasing importation of natural gas is providing new opportunities for the sale of efficient gas-fired commercial, industrial, and consumer cooking equipment.

The use of plastics and plastic materials and compounds continues to expand. Plastic building materials such as pipes and tubes, plumbing fixtures, and building insulation board are becoming more common. Opportunities exist for high frequency plastics welding equipment for use in manufacturing raincoats, inflatable toys, automobile upholstery, and textile welding. Among the materials for which U.S. suppliers have sales opportunities are pigments, rapid cure phenolics, cellulose acetate moulding powders, phthalate plasticizers, polycarbonates, and various resins for brake linings, grinding wheels, rubber compounding and foundry.

Among the machinery and equipment which should prove of interest in the French market are shot-blasting machines for use in cleaning mouldings, and blow-moulding machines for such uses as bottles, toys, crates, medical equipment components, automobile parts, and housewares.

The growing French interest in coping with pollution problems, both air and water, presents an excellent opportunity for American suppliers to enter this potential market early to achieve product identification and acceptance.

Laboratory and research equipment

French industry has become increasingly conscious of the necessity to support research and development for the maintenance of a strong competitive position. Also, the French Government continues to encourage both public and private research. The many earlier discussions on the technological gap focused on the differences in magnitude between research and development in the United States as contrasted with other countries. Many French organizations have responded by increasing their research and development efforts.

The interest in research equipment of all types presents excellent opportunities for American suppliers. Machines and measuring apparatus for testing tension strength, both low and high density, and melt tension testing have a market. Also, U.S. manufacturers of advanced medical and hospital equipment should look to this market even though purchases in 1969 by the important public hospitals are likely to be restrained by the austerity program.

Frequently, American manufacturers of advanced laboratory equipment, while efficient, are small and highly specialized. Hence they have restricted their marketing efforts entirely to the home market. Such firms would do well to investigate their market possibilities in France. If not geared to handle exports, such firms might consider the services of an export manager.

The licensing route

If supplying the French market through exporting should not prove feasible, such manufacturers should consider the possibility of their product's being produced in France under a licensing arrangement. Also, small firms can enter foreign markets, including France, by participating in Department of Commerce sponsored exhibits at specialized trade fairs and trade centers.

The French Government is actively encouraging the tourist industry to strengthen its position both by attracting foreigners and providing facilities for vacationing Frenchmen. Current exchange controls should reduce the number of Frenchmen vacationing abroad in 1969.

Some French real estate developers and promoters have been quick to sense the opportunities thus provided in a country where four weeks paid vacation is the practice. Large scale schemes, such as the one in the south of France which provides for a series of marinas, are being developed. With continually increasing travel by automobile and improvement of the roadnet, the establishment of motels is under active consideration by various chains. Promoters of holiday resorts have indicated a strong interest in American techniques, equipment, and experience. During recent months the U.S. Embassy has aided the visit to the United States of some entrepreneurs eager to visit our installations and possibly buy U.S. manufactured equipment.

Under the circumstances, American manufacturers of goods for the leisure and holiday industry should expand their efforts in the French market. Suppliers of marina equipment, particularly that required for docking and servicing facilities, should look to this market. The same holds true for suppliers of boating and

swimming pool equipment. U.S. service station and garage equipment continues to enjoy a good market in France.

Also, manufacturers of equipment for hotels, restaurants, particularly self-service installations, hospitals and other institutions should renew and expand their efforts in France. Representatives of the U.S. Department of Commerce and industry are working jointly on organizing a trade mission in this area to visit France this spring.

For many years some French and foreign experts on France asserted that the French, as a people, would always do their shopping every day at a series of five to ten speciality shops and would never eat prepared packaged mixes and frozen goods. Nevertheless, the growth in self-service stores and supermarkets as well as shopping centers has been phenomenal and is accelerating.

Supermarkets' attractions

A major factor, in a situation when prices for consumer goods have been rising, has been the lower prices offered by supermarkets resulting from improved distribution techniques and economies of scale. But, the opportunities of a customer having wide selection, being able to handle the package before buying, of engaging in comparative shopping, and being able to buy in quantities for a week instead of a day have also proved attractive.

This basic change in retail marketing is bound not only to continue but to accelerate. Competition among operators of supermarkets and operators of shopping centers will intensify. This development provides excellent opportunities for American manufacturers of store handling and inventory control equipment. Manufacturers of such material might find it profitable to invite French retail distributors to visit sites in the United States where they can see the equipment in operation. Also, manufacturers of packaging equipment should look for sales opportunities with food processors.

While American manufacturers of processed and packaged foods may find obstacles to developing significant export sales opportunities, they might explore the possibility of licensing agreements either for the processing of their products in French plants or through providing technology to French processors.

The changes in French retailing practices are helping create an interesting and expanding market for U.S. automobile accessories, including gadgets of all types. Nearly every department store, service station and garage now has a large accessory display. To explore all marketing channels, U.S. suppliers should have an agent on the spot.

Distance from the market, tariffs, differences in consumer tastes and preferences, stiff competition from French and other European producers have militated against American producers of consumer goods finding a large export market in France. Some, of course, initially entered the market briefly on an export basis until their products could be manufactured in France or nearby. However, fads and tastes have on several occasions proved quite profitable to American suppliers, even in the long run.

The larger French department stores have established programs of featuring foreign goods. They have with some success marketed American furniture, particularly the colonial style. Their gift shops feature gadgets from abroad. Sporting clothes and goods of American manufacture have their devotees.

American manufacturers of consumer products should develop and maintain relations with the U.S.-based buyers of the large French department stores.

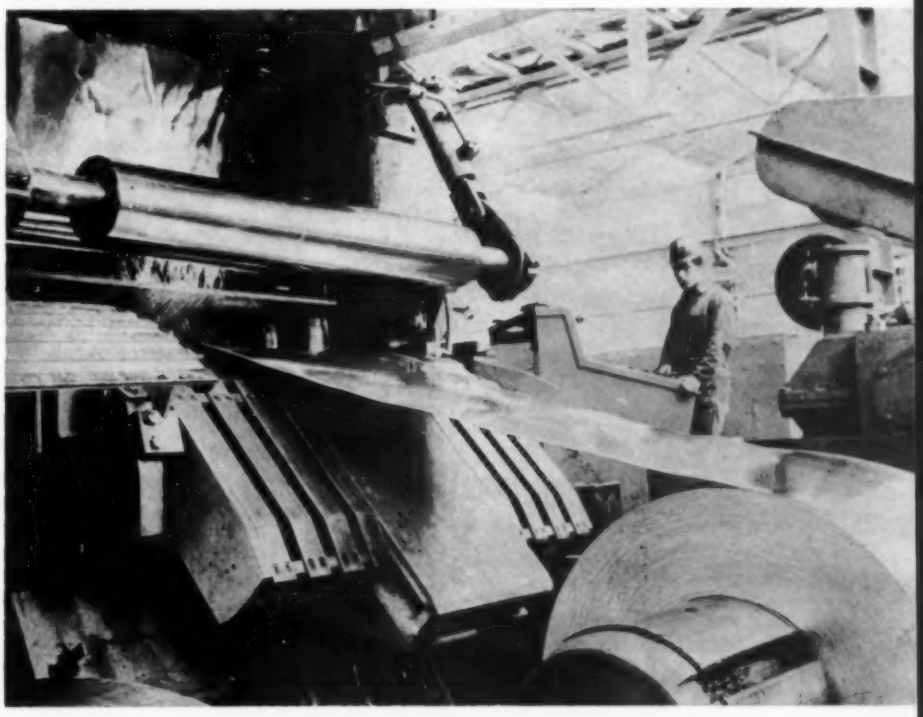
Increasing difficulties in obtaining household help as well as repairmen, coupled with rapidly rising costs for such services, are rapidly popularizing do-it-yourself activities. The French look upon Americans as the first "victims" of the domestic help shortage and the original do-it-yourself experts. Now that they are facing the same problems they welcome American time-saving, easy to operate household tools and equipment. Manufacturers of these lines should seek French outlets and, for the long term, seek licensing opportunities with French manufacturers.

While the French Government's austerity program may limit export opportunities for American suppliers, other forces operating in the economy should provide specific trade opportunities for alert exporters.

Interested American exporters may obtain details on export opportunities from the Department of Commerce. The Market Share Report and the Semi-Annual Economic Trends Report prepared by the Embassy at Paris should prove useful to interested exporters, and are available from the Department of Commerce.

Firms desiring to expand into the French market should seriously consider opportunities offered through participating in specialized French trade fairs, which are attended by European and African buyers as well. In addition, they should explore the possibility of participating in trade missions and, particularly, exhibits organized by the U.S. Department of Commerce.

FRENCH INDUSTRIES REALIZE the need to strengthen their competitive position through investing in up-to-date equipment. Below, aluminum at the Pechiney plant in Alsace. (France Actuelle Photo)



Belgium shakes off slump

Slowdown ended in 1968; all areas of economy should share in continuing gains

With real GNP up 4.5% and exports up 9%, Belgium clearly shared in the strong 1968 upswing in the Common Market. The 1967 slowdown now appears to have ended in all parts of the Belgian economy, according to the semiannual Economic Trends Report from the U.S. Embassy in Brussels.

The generally favorable state of the Belgian economy is expected to continue in 1969, thus affording a favorable setting for Belgian-U.S. economic and commercial relations. Belgium continues to show keen interest in attracting U.S. investment, particularly in high technology areas, by providing tax concessions for the foreign investor and by providing in some circumstances up to 100% of external financing.

Uncertainty about the effect of U.S. investment regulations on foreign operations, particularly debt repayment and future expansion out of foreign earnings, slowed down new investment by U.S. firms in early 1968. Later in the year, however, the rate of investment recovered and probably reached a total of $50-60 million for 1968.

Borrowings from Belgian financial institutions and on the Eurodollar market, together with liberalized regulations on investment guarantees and the repatriation of foreign earnings, have apparently satisfied the requirements of American firms for external capital. In particular, the Societe Nationale de Credit a l'Industrie, the principal semi-governmental agency for aiding foreign investors (and which has been supplying about 80% of all capital borrowed in Belgium by U.S. firms), announced during the year that it was prepared, in certain circumstances, to supply up to 100% of external financing.

Belgium continues to attract U.S. investments, largely because of its location and its liberal investment incentive program, and is well on its way toward becoming an important management center for U.S. firms doing business in the Common Market. The number of U.S. firms established in Belgium grew from 675 in 1967 to over 900 in 1968. Some 240 are manufacturing plants.

The Government has placed increased emphasis on attracting foreign investments with a high technology input, and is particularly interested in stimulating those forms of investment such as joint ventures, research centers and licensing agreements which would bring in advanced technology.

Negotiation of a new Belgian-U.S. treaty on taxation is in process. It should result in clarification and codification of taxes affecting foreign investors, in particular for avoidance of double taxation.

Consumer spending in 1968 shared in the upward trends in other areas of the economic picture. Spending on private consumption (in constant prices, with 1961 equaling 100), rose from an index figure of 127.3 in March to 134.1 in August. Imports rose from 30.6 billion Belgian francs in the month of June to 37.1 billion for December (1 Belgian franc = $0.02). New car registrations rose 14% during the first ten months of 1968.

EVEN BELGIUM'S BUILDING INDUSTRY, though still a weak spot, has begun to show signs of reviving as the economy continues to rally. This Antwerp building houses the Badger Co.'s Belgian subsidiary.

Department stores gain

An upward trend throughout the year was also noticeable in department store sales. For the first quarter of 1968, such sales were up only 1.9% over 1967 figures. In the second and third quarters, however, these sales rose 5.8% and 6.2% respectively over equivalent 1967 periods. While it is not possible to translate these figures into specific prospects for American exports, the general upward trend in Belgian consumer spending is nonetheless encouraging.

One product, coal, is sufficiently important to U.S. trade to merit separate comment. Belgian coal production continued to decline in 1968 following Belgian policy. Output declined from 16.4 million metric tons in 1967 to 14.8 million metric tons in 1968.

There was also a decline in the export of American coal to Belgium; estimated exports in 1968 were 703,149 metric tons or some 23,000 metric tons less than in 1967. The continued decline is the result

not so much of Belgian import quotas (the quotas of 788,000 metric tons and 748,000 metric tons for 1967 and 1968 respectively, were not filled) as of the loss of price advantage of U.S. coal. Sales were also affected by 1968 price increases by U.S. exporters under already existing contracts.

The 1969 import quota has been established at 643,000 metric tons, but could later be raised if demand exceeds local supply. However, in the face of competition from subsidized domestic, German and Polish coal, U.S. coal exports to Belgium may be expected to decline further in 1969.

More imports charged

Last April Belgium expanded the number of imports which are subject to majoration charge and exports of which are eligible for rebates of internal taxes paid during the manufacturing process. A further increase in the number of products is expected this April. The majoration charge is not considered by Belgian authorities to be a tariff nor is the rebate considered to be an export subsidy.

The majoration charge is a surtax on imports to neutralize indirect taxes levied on Belgian products under the internal cascade tax. In theory imported products, after customs duties, will face the same internal taxes as domestically manufactured products. The export rebates are designed to reimburse Belgian exporters for the cascade tax levied during various stages of production. To varying degrees these corrective steps should improve the competitive position of Belgian products abroad and reduce the competitive position of foreign products in the Belgian market.

Preliminary data for 1968 does not indicate a substantial impact on U.S.-Belgian trade as a result of last April's measures, although some products may have been affected more adversely than others. In any event, with the advent of a completely new internal tax system, the tax on value-added in January 1970, calculation of the majoration charges and export rebates will be clearcut: foreign products will pay the same taxes as Belgian products.

The expected expansion of the number of products affected by majoration charges and rebates in April 1969 will extend coverage closer to the situation that will prevail in January 1970, hence for exports and imports it should lessen the impact of the shift over to the TVA system. How much of an impact the TVA system will have on Belgian-U.S. trade, however, is unknown at this point. Tax rates for specific commodities have not yet been announced; moreover, there is considerable pressure on the Belgian Government to reduce rates from the levels originally contemplated.

In an otherwise strong across-the-board Belgian economic performance, there were a few weak spots, such as employment and construction. But even these areas show signs of improvement. Unemployment is a continuing problem in certain regions, notably in the depressed coal mining areas of the south, and also among youth, particularly those without any training. At the end of December there were 108,834 fully unemployed persons drawing state benefits; this represented 5% of the work force eligible for unemployment insurance.

Steel keeps growing

While the Belgian coal industry continued its curtailment of production of the past decade as the economy shifts from coal to other sources of power, the companion steel industry boosted output almost 19%.

It is impossible to predict the ultimate effect of Belgium's adoption of a new internal sales tax system (TVA), scheduled for the end of 1969. There is divided opinion on how high rates should be set. Some quarters are concerned that high rates would stimulate price and wage increases and thereby impinge on Belgium's competitive trade position relative to the rest of Europe.

The Belgian budget has grown steadily in post-war years at a rate exceeding the growth of GNP. It was 20% of GNP in 1957, and in 1969 will be 27.5%. The public debt has grown apace. The 1969 budget is still under discussion in Parliament. Oriented toward economic expansion, it proposes total expenditures of $6 billion, an increase of $420 million over 1968.

In addition to sizable increases for public education and debt servicing, several items should have a direct impact on the economy. Pension payments have been increased by $40 million to ensure the purchasing power of those on the edge of the economy. Ordinary public works expenditures have been increased by $9 million and funds for economic expansion (interest subsidies and investment guarantees) by $5 million. This latter figure would probably be increased if higher-than-expected investment opportunities presented themselves.

Large export role

Because Belgian exports now are equivalent to a remarkable 40% of GNP, it is obvious that external factors, primarily European, can decisively affect Belgium's internal situation. In this respect, Belgium fared well in 1968. Despite the monetary crisis in neighboring countries, the Belgian franc, as the Minister of Finance recently declared remains firm. Gold stocks and foreign exchange reserves have fluctuated within narrow limits; international payments are essentially balanced.

Although commodity and country trade data are not available as yet for more than nine months of 1968, the Ministry of Foreign Trade estimates total exports increased from $7 billion in 1967 to $8.1 billion in 1968, an increase of 16%, with 63% of these exports going to Common Market countries. Total imports in 1968 rose 15.7%, an indication of a very active market.

U.S. in trade fair

The U.S. Government is sponsoring participation in a major Belgian international trade fair in March. The show will feature machinery plus related equipment and supplies used in the fabrication of plastic products. The growing volume and variety of both consumer and industrial plastic products used in Belgium and the Common Market as a whole indicates a lucrative plastics machinery market.

U.S. products seem to be sharing in the general increase in BLEU economic activity and the upsurge in imports. For the first ten months of 1968, imports from the United States increased about 22% over the same period last year, whereas total Belgian imports from all countries increased about 18%.

Japan Times has supplement on U.S.-Japan economic ties

The Jan. 7 issue of the *Japan Times* of Tokyo contains a special supplement on "Japan-U.S. Economic Relations: a Reappraisal."

A free copy of the supplement is available to interested American businessmen from Joshua B. Powers, Inc., 551 Fifth Ave., New York, N.Y. 10017.

Pace of Fiji's economic growth picks up; tourism increases

Investment in light manufacturing or processing of farm products promising; Government spurs crop diversification

Fiji still relies heavily on its traditional agricultural and mining exports, but tourism is expanding rapidly and together with investment inflow, should continue to cover the country's trading deficit.

The Government is encouraging development of import-substitution crops in agriculture, and gives substantial incentives to overseas investors in tourism and manufacturing ventures, according to the annual Economic Trends Report from the U.S. Consulate in Suva.

While the pace of economic growth is picking up and the Government is becoming more development-minded, Fiji is still firmly in the economic orbit of Australia and New Zealand. The Commonwealth Preferential Tariff and the distance of this minor market from other trading partners make U.S.-Fiji trade unattractive. Investment, particularly in tourism and possibly light manufacturing or the processing of Fijian agricultural products, looks promising.

Political stability and modest economic advance are predicted for the immediate future as Fiji moves toward full internal self-government and eventual independence within the Commonwealth.

U.S. sugar quota important

The separate sugar quota granted to Fiji, which in 1968 permitted sugar exports to the United States of 44,608 tons of raw sugar at the favorable U.S. price, will continue to be valued by Fiji—not, however, to the point of improving the terms of U.S. trade with Fiji.

The present tariff structure and the traditional trading practices and relations of the largely Australian business firms in Fiji make this small market of little interest to U.S. business. Local firms and agents are reluctant to take on U.S. products unless they are manufactured in subsidiaries within the Commonwealth, preferably in Australia. The Japanese have been able to penetrate the tourist-purchase market, but only in well-known lines of interest to Australian tourists seeking "duty-free" bargains on their holidays and in small automobiles.

Ocean shipping from the United States to Fiji is infrequent and indirect, but is slowly improving. Despite the basic lack of attraction in this market, aggressive marketing through agents and more attention to export-packing and overseas correspondence could produce an increased U.S. share of what will probably remain basically an Australia/New Zealand minor market.

Tourism best bet

Many observers see Fiji as Hawaii-30-years-ago in terms of its tourism potential. This is debatable, but the attractions of Fiji to Australian and New Zealand tourists are evident. American, European, and Japanese tourists will require more intensive selling by Fiji's overseas tourism connections.

American investors interested in hotel construction and other tourism areas will find their money welcome in Fiji and the incentives offered by the Fiji government substantial. They should be prepared to cope with poor coordination within and among interested government departments, difficulties in obtaining land under Fiji's peculiar land-holding system, untrained local labor and staff, and poorly organized contractors. Local participation in investment projects will be increasingly the theme of the local political scene.

At present, repatriation of profits is not a problem, though Ministry of Finance approval is necessary for transfers of funds outside the Commonwealth. In support of the argument that tourism is about to boom, local sources point to 66,458 staying visitors in 1968, an increase of 19% over the previous year. However, the rate of increase shows signs of leveling off.

Mining, fishing, and timber investments may turn out to be worthwhile, but it is too early to tell for sure. Investment in agriculture or other land-requiring activities can be ruled out in Fiji until the administration of the 83% of Fiji's land held in trust for the Fijian people by the government becomes more efficient and less politically sensitive in this racially unbalanced Colony.

Withdrawal of British political and military influence from Asia will have little economic effect on Fiji, which has always been more economically dependent on Australia. Australian and perhaps New Zealand influence will grow as those nations take greater interest in the South Pacific, but Fiji is unlikely to turn to the United States for either assistance or commercial ties. There are limited opportunities for U.S. business to improve its trading position here, but Australian competition will remain strong.

A British Colony of half a million people, Fiji continues to rely for its economic prosperity on exports of sugar, gold, bananas, and the local processing of its declining copra production. A growing tourism industry is the largest factor in meeting a chronic imbalance of imports over exports. Fiji's Commonwealth and U.S. sugar quotas, and the higher prices for sugar expected of the new International Sugar Agreement, are keeping Fiji's basic industry prosperous as record levels of sugar production are reached.

The government is committed to an import-substitution program aimed at diversifying and expanding Fiji's agricultural production to provide employment, develop Fiji's under-utilized land, and cut down the substantial import bill for agricultural products from overseas, including rice from the United States.

An aggressive family-planning program appears to have checked Fiji's previous high rate of population growth. An increasing number of school-leavers and a movement of population to urban areas require rapid expansion of jobs in Fiji to avoid the social disruptions which could upset the delicate political climate as Fiji moves to full self-government.

Creation of jobs for these people is another justification for government financial incentives to overseas investors willing to provide employment in light

Assistance available

Prospective U.S. traders and investors interested in Fiji may wish to obtain the publications and assistance offered by an office of the Fiji Government.

For such information, **write:** Secretary for Commerce and Industry, Ministry of Commerce, Industry and Cooperatives, St. Stephen's Building, Suva, Fiji Islands. This office was designated last year as the central point of contract for overseas business inquiries dealing with opportunities in Fiji.

industrial or service trades in the tourism field.

Fiji's mineral resources have yet to be reliably assessed. Japanese firms have made substantial investments in copper mining, which have proved disappointing. There has long been small-scale manganese mining in Fiji. Further exploration, particularly off-shore where finds may be more accessible than in Fiji's undeveloped interior, may improve the prospects for mining development in the Colony.

The government's economic development plans are relatively modest, in keeping with the Colony's limited means and competitive demands on British aid funds. A series of loans have been publicly subscribed in Australia which also made a A$600,000 gift of flour and shorts to Fiji in 1968 (A$1 = US$1.12). Greater efforts are being made to obtain aid from international bodies. United Nations pre-investment surveys are under way, and more are sought.

Fiji recently joined ECAFE and is considering membership in the Asian Development Bank. The government has requested a UN development loan for construction of a much needed road between Suva and Nandi which will open up that area to tourism and general economic development.

The government's major source of revenue is customs duties. Overall revenue in 1967 was about US$32 million. Government expenditure in 1967 was about US$33 million. Preliminary estimates of the gross domestic product indicate an economic growth rate of a little over 6%, with a steady rise over the past several years. This growth rate should at least be sustained for the next few years.

Trade with U.S.

The balance of trade with the United States is favorable to Fiji, with imports largely of rice failing to offset sugar exports valued at almost US$5½ million in 1968. Even this modest U.S. export market will decline in importance, if not absolutely, as rice-growing schemes in Fiji reach full development.

Political tensions between the majority Indian population and the Fijians, who now make up only about 41% of Fiji's total population, are under control. Pressures are growing for equal representation in the national political life for Indians, whose numerical weight is restricted by a communal-roll system of election to the legislature.

If foreign assistance and present rates of government and private investment are maintained, slight increases in the respectable present growth rate will continue to be registered. A modest boom is likely if government efforts become more venturesome as Fiji develops more confidence in governing itself under a less administrative-minded elected government, if additional sources of overseas finance can be tapped, and if the long-awaited South Pacific tourism boom does materialize and Fiji can expand its tentative efforts rapidly enough to maintain its position as the "hub of South Pacific tourist travel."

As colonial administrators give way to elected political leaders, the government of Fiji is showing greater willingness to draw on Asian and international technical and financial assistance and expertise. The government is going further afield within and outside the British Commonwealth for ideas and techniques. Awareness is growing that larger horizons and greater expenditures will be needed to keep up with the growth of population and expectations in this formerly isolated part of the world.

As import-substitution in agricultural products increases, the relative importance of agricultural items should decline in favor of machine and equipment imports for expansion of local light industry and hotel plants, as well as luxury items for the "duty-free" tourist market.

Retention of the Commonwealth Preferential Tariff and the c.i.f. method of duty valuation, which benefit primarily Australia and New Zealand in trade with Fiji, are unlikely to be challenged until further experience in self-government and exposure to the non-Commonwealth world bring an enlarged view of Fiji's national interest to its business and government leaders. Adoption this year of the Brussels nomenclature system for tariffs in Fiji produced a net result for non-Commonwealth exporters of increased tariff rates for a number of items.

Incentives offered to spur tourism

The Fiji government sees the tourism industry, and in the longer term the development of timber and fishing industries, as areas for government encouragement and private investment to produce the earnings for sustained economic growth.

The Government offers financial incentives in these areas. For tourism, this includes aid for hotel construction and creation of a duty-free list for goods sold to tourists in Fiji.

Dahomey gets IDA agricultural loan

The International Development Association (IDA) and the French Fonds d'Aide et de Cooperation (FAC), in a joint operation, are providing Dahomey with $9.2 million for a project which will make a major contribution toward increasing agricultural output. This is the first lending operation by the World Bank Group in Dahomey.

Imports purchased with World Bank funds must be procured through competitive international bidding.

The project will provide 4,000 families crops for their own use and enable them to earn an income from cash crops. Furthermore, in 10 years' time the annual value of exports of oil palm products, cotton and groundnuts produced under the project will be about $2.4 million—equivalent to 20% of the annual value of Dahomey's entire agricultural exports in recent years.

The project being financed is located in the Hinvi area of southern Dahomey. It includes the preparation of 15,000 acres for the production of annual crops, principally maize, groundnuts and cotton and the development of another 15,000 acres of oil palms; the construction of a palm oil factory with an ultimate capacity of 70,000 tons a year, and of maize storage silos. Also included is the purchase of about 300 head of cattle for the development of beef production.

The project will be executed by Societe Nationale pour le Developpement Rural du Dahomey (SONADER), a government-controlled company established in 1962 with responsibility for developing agricultural production in Dahomey.

Austria eases exchange rule

The Austrian Government has doubled the maximum payment which Austrian residents are authorized to effect, free of license, for imports of merchandise from countries discharging their payments transactions with Austria in freely convertible currencies.

Residents are now authorized under general license of the Austrian National Bank to pay up to 1000 Austrian Schillings ($38.46) for imported merchandise or services owed by them to non-residents domiciled in countries dealing in convertible currencies. Previously, the general license covered only transactions up to 500 AS.

U.S. and Chile completing talks on level of 1969 economic aid

Economy's outlook is fairly bright if year-long drought ends; imports from U.S. jumped 24% in 1968, to a record $307 million

U.S. and Chilean authorities have nearly finished negotiations on economic assistance to Chile for 1969. This assistance will probably include substantial amounts of U.S. agricultural commodities under PL 480 to alleviate the effects of the drought that has gripped the country for the past year. Other assistance will be designed to help the Chilean Government foster continued economic and social development.

Despite the worst drought in recorded history, the Chilean economy showed signs of recovery in 1968. Unless the drought persists, the upswing should continue in 1969.

Although precise information is still not available it appears that the gross domestic product grew at a rate of about 3.5%, or 1.5% on a per capita basis. This was about double the small increase in growth registered in 1967.

Balance of payments improved

One of the most surprising developments in 1968 was the substantial improvement in Chile's balance of payments, which showed a surplus of over $126 million. Favorable prices for Chile's principal export, copper, as well as a significant inflow of foreign credits and loans were key elements in the bright payments situation. Also, the copper expansion program was fully under way and proceeding smoothly. Copper expansion will involve investments of about $600 million.

Chile's imports were estimated at between $900-$950 million in 1968, in the absence of up-to-date customs data. Currently available U.S. export data indicate that U.S. exports rose to record high of $307 billion (f.a.s.) in 1968, up 24% over 1967. The large increase was due mainly to higher exports of jet aircraft and aircraft parts and to increased requirements of machinery and equipment for the copper companies. Telecommunications apparatus and parts also registered a notable increase due to the construction of an earth station for international satellite communications.

On the export side, Chile's exports were in excess of $900 million in 1968. Besides increases in the value of copper exports, it is noteworthy that non-copper exports reached a record high and were 40% above their 1964 levels.

In other areas of the economy, the stock market had its best year since 1964; private construction activity recovered substantially from its low point of 1967; production and consumption of milk, eggs, chickens and pork continued to rise significantly.

School construction moving

The major programs of the Chilean Government also showed marked progress. In addition to the copper program, the important educational reform went forward on schedule with the construction of an average of one school a day. Agrarian reform, despite difficulties, seems to have moved ahead, although it is still too early to evaluate this program in view of the short time since its initiation and because of the havoc caused by the drought.

The Chilean Government expects the economic growth rate to increase to 5% in 1969. Much will depend on a slackening of the drought, however, if this rate is to be achieved.

Inflation continues to be a problem and will require constant vigilance. The consumer cost of living index rose by 27.9% in 1968 compared with 21.9% in 1967. To combat inflation, Government monetary policies have been aimed at restricting credit to the private sector, despite some relaxation in the last six months of 1968.

Strikes were an increasing problem in 1968 with more than four million man-days of labor lost, compared with two million in 1967.

Despite problems, the immediate outlook for the Chilean economy appears fairly bright. The 1969 Government budget will be financed by non-inflationary means and this should contribute importantly to slowing down the inflationary spiral. Furthermore, the international price of copper continues to be highly favorable for Chile, and barring unforseen circumstances, should enable Chile to obtain the foreign exchange needed to meet financial commitments abroad.

Shipment of fertilizer to Cuba costs French firm its right to U.S. exports

The Parisian firm Interagra S.A. has been temporarily denied all U.S. export privileges for the suspected illegal transshipment of 12,000 tons of fertilizer from France to Cuba. The U.S. Department of Commerce reported that the fertilizer, called triple superphosphate, valued at almost $500,000, was exported last October by a New York firm to Interagra for discharge in Bordeaux, France. According to information developed by the Bureau of International Commerce's Investigation Division, the fertilizer, on arrival in Bordeaux, was transferred to another vessel bound for Cuba.

BIC said that it was "reasonably necessary for protection of the public interest" to issue the order while the investigation continues.

According to BIC, parties who have been denied U.S. export privileges often continue their efforts to deal in U.S. goods by using intermediaries to obtain the goods from suppliers in the United States or abroad. BIC has alerted U.S. suppliers of triple superphosphate to check the end-use of the material.

Chile lowers prior import deposits and waiting period

The Central Bank of Chile announced the lowering of prior deposits on imports, effective Jan. 1. According to this decree the minimum rate was reduced from 10% to 5% of the c.i.f. value, while other rates were reduced from 20 to 15%, from 50 to 40%, from 100 to 90% and from 200 to 180%. The reduction of prior deposits has been made possible by the continued high level of foreign exchange reserves earned from high prices for copper exports.

The Central Bank also lowered the waiting period for remittances for payment of imports from 60 days to 30 days. The futures maturity date was reduced from 82 to 78 days.

Indonesia revises corporation and income tax regulations

Action is designed to offset effects of inflation and reduce tax burden on smaller firms and all individual brackets

The Indonesian Government has changed its corporation and income tax regulations for the 1969 calendar year, in order to offset inflation and reduce the tax burden on small- and medium-size firms and on individuals in all income brackets. The Government said that these changes are essential because the growth in corporate and individual income has not kept pace with rising operating and living costs.

The corporation tax rates continue to range from 20% to 60%, except for cooperatives which are subject to rates ranging from 5% to 20%. However, as in several previous years, the Minister of Finance has adjusted the income brackets to which the rates apply. According to a Minister of Finance decree of Dec. 7, 1968, the maximum rate of 60% now applies to a taxable profit of Rp. 7.5 million ($23,000 at the current BE rate of Rp. 326 per U.S. dollar) instead of Rp. 1.5 million ($4,600).

The specific rates are: for a taxable corporate profit of up to 1.25 million, 20%; between 1.25-2.5 million, 250,000 plus 30% on excess over 1.25 million; between 2.5-3.75 million, 625,000 plus 40% on excess over 2.5 million; between 3.75-5 million, 1,125,000 plus 45% on excess over 3.75 million; between 5-6.25 million, 1,687,500 plus 50% on excess over 5 million; between 6.25-7.5 million, 2,312,500 plus 55% on excess over 6.25 million; 7.5 million and over, 3 million plus 60% on excess over 7.5 million.

The new schedule reduces progressively the tax burden on the lower income firms. Indonesian tax officials point out that the tax burden in 1969, as compared with 1968, for instance, is reduced by about 7% for firms with a taxable profit of Rp. 30 million ($92,000)—from an effective tax of 59% to 55%—but it is reduced by 46% for firms with a taxable profit of Rp. 1.25 million ($3,800)—from an effective tax of 37% to 20%.

Foreign firms will benefit to a lesser extent from the tax revisions since most are large enough to be subject to the 60% rate. The change is of little immediate interest to new investors under Indonesia's foreign investment law since most of these are exempt from corporation taxes for an initial period.

Another Minister of Finance decree dated Dec. 7, made substantial changes in the income tax regulations by changing the tax rates (these now range from 15% to 50% compared with 21% to 60% in 1968), and the income brackets to which they apply. For 1969 the following rates apply: for taxable income up to 120,000 rupiah, 15%; between 120,000-180,000—18,000 plus 18% on excess over 120,000; between 180,000-240,000—28,800 plus 21% on excess over 180,000; between 240,000-330,000—41,400 plus 24% on excess over 240,000; between 330,000-420,000—63,000 plus 27% on excess over 330,000; between 420,000-540,000—87,300 plus 30% on excess over 420,000; between 540,000-690,000—123,300 plus 33% on excess over 540,000; between 690,000-870,000—172,800 plus 39% on excess over 690,000; between 870,000-1.11 million—243,000 plus 45% on excess over 870,000; and 1.11 million and over—351,000 plus 50% on excess over 1.11 million.

A third decree of the same date revised tax exemptions in 1969. These now amount to Rp. 24,000 for the taxpayer, Rp. 18,000 for his wife, and Rp. 6,000 for each child (up to a total of ten) compared to Rp. 12,600, Rp. 7,200, and Rp. 3,600 in the respective categories in 1968. For a man with dependents consisting of a wife and three children, the increase in tax exemptions in 1969 is nearly 100%.

These changes reduce income taxes considerably for low, medium, and higher salaried workers, including foreign workers in Indonesia. Indonesian officials point out that for a married man with three children with net income of Rp. 1.2 million ($3,680)—a level attained by few Indonesians—the effective income tax has been reduced by 40% and by substantially more in the lower income brackets.

For individuals subject to income tax in Indonesia, the tax on income received in foreign currency must be paid in foreign currency. The current rate for conversion into rupiah of income in foreign currency is Rp. 94.50 per U.S. dollar. Thus, a foreigner with a wife and three children earning $20,000 from employment in Indonesia would be subject to a tax of $7,524 in 1969 compared to $10,815 in 1968, a reduction of 30%.

To calculate the tax, the $20,000 is converted to Rp. 1.89 million (at the Rp. 94.50 rate) and exemptions are deducted for taxable balance income of Rp. 1.83 million. The tax totals Rp. 711,000 (Rp. 351,000 plus 50% of Rp. 720,000). This figure is then reconverted to dollars at the Rp. 94.50 rate to arrive at the tax of $7,524, or an effective tax of 38%.

While changes may be made in the conversion rate for foreign currency income to adjust to subsequent inflation, tax officials indicate that it is being held to an appreciated level in order to reduce the tax burden on foreigners the Government wishes to attract as part of its program to improve the foreign investment climate.

Foreign individuals who work in Indonesia for three months or more are considered taxable non-residents and are subject to tax on Indonesian-source income. An absence of one month would probably break the continuity of their residence in Indonesia for tax purposes.

A foreign individual who intends to reside permanently in Indonesia or who resides in Indonesia for twelve months (regardless of his intentions to remain there permanently or not) is considered a resident taxpayer and is subject to tax on his total worldwide income. In computing this income, however, dividends from corporations domiciled outside Indonesia are exempted. Individual taxpayers are given credit for taxes paid to other countries, but only at the rates at which the same income would have been taxed if earned and taxed in Indonesia.

Payment in kind (such as meals provided by the company or rice for nonmanagerial employees) and fringe benefits (such as housing or provision of a car) must be included in an employee's income—valued according to a fairly complicated set of rules—and are taxed. Indonesia has a tax withholding system aimed at increasing the number of taxpayers and ensuring tax payments. Companies make monthly deductions from their employees' salaries and usually calculate and pay any year-end adjustments.

U.S. partners sought by Israeli producers

Executives to visit U.S. in March to promote private investment

Two major executives of the Israel Manufacturers' Association plan to visit the U.S. from March 1-30 to promote private investment in Israel. They will present specific proposals from Israeli companies seeking to expand their operations through joint ventures with U.S. concerns willing to provide capital investments in the area of $100,000 to $250,000.

The opportunities cover a wide range of industries including furniture, plastics, shoes, cosmetics, automotive spare parts, metals and electronics. Also the textile, chemical, food, pharmaceutical and electrical component fields are represented in the group of proposals.

The Israeli officials are also anxious to interest U.S. companies in sending participants to a series of industrial seminars and in becoming overseas members of the Israel Manufacturers' Association.

The executives plan to visit a number of U.S. cities and will be available for consultations with companies on an individual basis. A complete list of these cities can be found on page 43 of this issue under Visiting Buyers and Officials.

To obtain further information about the visitors' schedule and to arrange business appointments call or write: Mr. Moshe Meirav, Economic Office, Embassy of Israel, 1621 22nd St., NW., Washington, D.C. 20008. Telephone: 202-483-4100.

Nicaragua firm proposes semi-trailer venture

A Managua producer of a full line of agricultural and industrial trailers seeks a joint venture with a U.S. company, preferably a manufacturer of highway semi-trailers.

A U.S. participant is offered equity in the enterprise in return for a capital investment of between $75,000 and $100,000.

Write: Trailers & Equipo Agricola Industrial S.A., Apartado Postal 1285, Managua, Nicaragua. WTD.

Licenses to make valves, prefabricated houses sought by French firms

In the valve business for over thirty years, this French firm seeks licensing arrangements with U.S. companies to expand its line to the manufacture of mixing valves, manual and automatic liquid pumps, electro-magnetic valves for liquids or gas and pneumatic digital components.

Write: Mr. Costa, Sarco (Appareils pour la Vapeur et autres fluides) 24 Rue Jean Aicard, Paris 11, France.★ WTD.

A French building contractor is seeking a licensing agreement with a U.S. manufacturer of prefabricated houses, preferably of the ready-cut wood type.

The company, established in 1953 and employing over 200 workers, constructed 1,100 dwellings in Southwest France during 1968.

Write: Entreprise Pippi Freres, 2 Place du Corps-Franc Pomies, 31-Blagnac, Haute-Garonne, France. WTD.

Manufacturer of machinery looks for license agreement

A manufacturer of small metalworking machines for workshops is interested in a licensing agreement with an American firm for the manufacture of drilling machines, small eccentric presses, hoists, and special instruments for the metalworking industry.

In addition to the Company's sales throughout Israel, it exports finished products to Argentina, Turkey and Rumania. It also maintains repair and servicing facilities.

Write: M. Maximov Ltd., 96 Shalma Street, Tel Aviv, Israel. WTD.

Belgian company requests licensing arrangements

A Belgian manufacturer of rayon and nylon fabric seeks licensing arrangements with a U.S. producer of glass fibers who would supply the fibers and technical knowhow.

The Belgian firm would weave and dye the fibers and handle sales in the Common Market and EFTA countries.

Write: Augustin Vandenborre, Managing Director, Devos Gebroeders n.v., Fabriekstraat, Waregem, Belgium. WTD.

Pakistan issues new investment booklet

Report cites policies, procedures pertaining to foreign investments

U.S. firms contemplating investment in Pakistan may be interested in obtaining a new publication entitled *Investment in Pakistan*. Prepared by the Department of Investment Promotion and Supplies in conjunction with Pakistan's celebration of the Decade of Development (1958-1968), the 118 page booklet describes the government's policies and procedures pertaining to foreign investment.

Also reviewed in the publication is the economic development that has taken place in Pakistan during recent years in such areas as transportation, communications, public health, power and finance. In addition, the booklet describes the current status and prospects for several major industries including steel, chemicals, pharmaceuticals, paper and textiles.

Several sections are devoted to subjects of interest to potential investors. These include a review of the tax structure, a list of industries granted priority status, regulations governing formation of new enterprises and a description of the functions of various agencies established to promote investment, both domestic and foreign. The responsibilities and duties of the Pakistan Industrial Credit and Investment Corporation (PICIC), the Investment Corporation of Pakistan, and Department of Investment Promotion and Supplies are outlined in some detail.

Write: Pakistan Investment Center, 635 Madison Ave., New York, N.Y. 10022.

Iran's office in U.S.

In the list of investment offices maintained by foreign countries in the U.S. published in last week's *International Commerce*, the office representing Iran was inadvertently omitted. U.S. firms contemplating investment in Iran can receive information and assistance from the: Iranian Economic Mission, 2233 Wisconsin Avenue, N.W., Washington, D.C. 20007. (202) 338-5393.

Five British firms want U.S. licenses for various items

Five British firms seek U.S. licenses to produce products related to their respective lines.

• A British manufacturer of scalers and timers; automatic sample changers; scintillation counters; radiation monitors, and radiation type thickness gauges seeks U.S. knowhow for the manufacture of instruments and equipment used with radioactive isotopes.

The British firm is a wholly owned subsidiary of Electronic Machine Company Ltd. which has nine other subsidiaries in the industrial electronic systems and data processing equipment fields.

Write: Panax Equipment Ltd., Holmethorpe Industrial Estate, Redhill, Surrey, England. WTD.

• Licenses for the manufacture of package conveying equipment for automated warehouses and airports are sought by a British manufacturer.

The firm currently fabricates industrial refrigeration equipment; conveyors; rotary pumps; and poultry and animal by-products rendering plant equipment.

Write: Douglas-Rownson Ltd., Daneshill West Industrial Estate, Basingstoke, Hampshire, England. WTD.

• Licenses for the manufacture of bakery machinery and equipment including provers, ovens, coolers, deep freeze and dough retenders and mixers are sought by a medium-sized British engineering and manufacturing firm with extensive experience in the bakery industry.

The firm would also consider representation agreement with U.S. suppliers in the above fields.

Write: Mr. F. Hird, Dir., Oxenhope Engineering Co. Ltd., Oxenhope, Keighley, Yorkshire, England. WTD.

• A licensing agreement for the manufacture of aluminum windows and doors for the trailer industry is sought by a British building and plumbing supply company.

The firm would also be interested in a similar arrangement for the production of poultry feeders.

Write: Taylor Bros. and Baker, Six Welbeck Street, London W.1. WTD.

• A British company, currently manufacturing spraying and dispensing products, seeks licenses to manufacture American packaging devices and dispensers.

The firm, which also manufactures ground glass balls, glass molding and reflective road markers, formed a dispenser division in 1965 that has developed extensive markets in the United Kingdom and Europe.

Write: The English Glass Co. Ltd., Scudamore Road, Leicester, Leicestershire, England. WTD.★

Chemical complex offers licensing, export opportunities

U.S. manufacturers of equipment for the chemical and glass industries may wish to investigate potential export and licensing opportunities provided by the planned establishment of a new industrial complex in Sicily.

A Milan supplier of chemical plant equipment, Orinoco Chemica del Saveso and Sicily's Minerals Agency (Ente Minerario Siciliano) have formed a joint venture to carry out the operation. The Milan firm will handle the design and construction of the facilities, utilizing advanced building techniques.

Initially, the enterprise will produce materials for the chemical industry, mainly sodium carbonate. It is expected that 200,000 tons of sodium carbonate valued at $24 million will be processed annually. Investments in the project are reported to exceed $61 million. At a later date, the production of sulphuric acid and glass in contemplated.

The plants will need to employ modern machinery and utilize new patents and licensing techniques, particularly in the glass field. Plans also include the future establishment of a petroleum refinery and an automobile assembly plant.

Interested U.S. firms should **write:** both Orinoco-Chimica del Seveso, Via Salvini 1, Milan, WTD; as well as Dr. Paola Angrisani, vice pres., Ente Minerario Siciliano, Viale de Fante 58, 90146 Palermo, Italy and send a copy of their correspondence to the American Consulate General, Via Marchese di Villabianca, Angolo Via Vaccarin, Palermo, Italy.★

U.S. collaboration sought by two Singapore companies

The most advanced biscuit and cookie making and packaging machinery, together with latest knowhow, are sought by two well established Singapore bakery and flour milling companies in their new venture in biscuit and cookie production. The initial production would be 30 tons per month and would rise to 100 tons monthly as the quality market develops.

The parent corporations, Khong Guan Biscuit Factory and Khong Guan Flour Milling, Limited are the owners of Singapore's largest biscuit factory and its second largest flour mill.

The monthly production of the flour mill is roughly 4,000 tons. It also has plants in Thailand, Borneo and West Malaysia. The biscuit factory exports its products to Cambodia and Indonesia. Khong Guan Finance Company is another activity of the group.

Write: Far East Food Products, 120 Tanjong Rhu Rd., Singapore, 15.★ WTD on Khong Guan Biscuit Factory.

Investment Assistance

The licensing and joint-venture proposals listed in this section are published as an informational service for U.S. firms interested in overseas affiliations. Companies responding to these opportunities should be cognizant of the present mandatory investment regulations published in the Federal Register for Jan. 3, as amended.

To receive follow up assistance and general information about investment abroad telephone: 202-967-3786 or write: Office of International Investment, Department of Commerce (BIC-878), Washington, D.C. 20230. A (*) following the name of the foreign firm indicates that additional information is available from the above address.

WTD indicates that a World Trade Directory Report containing financial and business background information on the foreign firm is available for $2 from the Department of Commerce (BIC-924), Washington, D.C. 20230 or the nearest Department of Commerce Field Office.

World Trade Opportunities

Japan seeks supply of U.S. coking coal for steel industry

Sumitomo Shoji, a leading representative of the Japanese steel industry, has requested the assistance of the U.S. Government in locating new U.S. sources for coking coal to meet their ever-increasing requirements for steel making.

Their primary interest is in mine operators not presently in the export business with Japan, who have coal properties in the Gulf area and western United States.

They would prefer low volatile coal, but some medium to high volatile is acceptable if the fluidity is high enough. These properties are important in the coke making process for steel use and the latitude indicated is a reflection on the increasing Japanese sophistication with blending techniques.

Any mine operators, especially those located in the preferred geographical areas, who can supply the desired type of coal should notify the Petroleum and Coal Division, BDSA-673, Department of Commerce, Washington, D.C. 20230 (Telephone: 202-967-2421).

Brazil extends deadline on re-equipping schools

The Brazil Ministry of Education has extended the bid deadline to March 15 for re-equipping technical schools including 15 language-teaching laboratories (INTERNATIONAL COMMERCE, Feb. 17, p. 35).

Terms and specifications are in Portuguese. Project will be financed by a loan from the Inter-American Development Bank. Bids should be submitted to: Presidente, Comissao Especial para Execucao do Plano de Melhoramento e Expansao do Ensino Tecnico e Industrial—Cepeti, Rua da Gloria, 190 conjunto 801, 8 andar, Rio de Janeiro, Brazil.

Specifications are available on a loan basis to firms located in the U.S. from the Scientific and Business Equipment Division, BDSA-653, U.S. Department of Commerce, Washington, D.C. 20230.★ (Telephone: 202-967-2939).

Uganda invites bids on supply of hardware, building items

The Government of Uganda seeks tenders on the supply of various building materials and other products, including builders' hardware, flat glass, glazed tiles, metal door frames, cisterns, plumbing fixtures, wall boards, rope, and sandpaper.

Bid deadline is Mar. 25.

Copies of the bid documents are available from the Construction and Building Materials Division, BDSA-645, Washington, D.C. 20230★ (Telephone: 202-967-3602).

Greek furniture manufacturer to expand plant facilities

S. E. Skouropoulos, industrial and commercial furniture company, 94 Patission St., Athens, 104, Greece, has informed the Department of Commerce he would like to contact qualified U.S. firms experienced in the design of furniture factories.

The firm intends to construct new manufacturing facilities for the production of furniture for kitchens, dining rooms, living rooms, and bedrooms (mattresses included), offices, hospitals, hotels, schools, and ships, in addition to doors and windows, including metal fittings.

Detailed specifications for the design and all pertinent technical data can be obtained by writing to: Skouropoulos, Factory Project, 94, Patission St., Athens 104, Greece.

Valuable series

Which overseas markets have been good customers for products like yours, so that you can select those that show best future potential?

An excellent place to start your investigation is the U.S. statistics on exports—the Census Bureau's FT-410 series, which shows exports, by commodity, to country of destination.

From these monthly reports, you can learn which of some 169 countries have bought any of more than 3,000 U.S. products. By checking U.S. exports of your products for three or four years, you can determine which countries have been the largest and most consistent markets. In some instances, the FT-410 statistics will also give you an indication of the average price for your product in a given market.

"Introductory Guide to Exporting," published April 1968 by U.S. Department of Commerce

Argentina needs bidders for highway project

The Executive Power of the Province of Buenos Aires is inviting bids for the construction of the La Plata-Buenos Aires highway project. The budget for the 59 kilometer long highway-bridge-viaduct combination exceeds $100 million.

Deadline for submittal of bids is July 2.

Copies of conditions and technical specifications may be obtained for 300,000 Argentine pesos (about $857) from Autoridad Autopista La Plata-Buenos Aires, Calle 8 entre 56 y 57, 3° Piso, Edifico Tribunales, La Plata, Provincia de Buenos Aires, Argentina.

Ecuador invites bids on port construction

The Ecuadoran Ministry of Public Works has called for tenders for the construction of port works at Esmeraldas, situated at the mouth of the Esmeraldas River on the northern coast of Ecuador.

The construction consists of the following: deep and shallow water docks; dredging; rock bedding and filling in; road work; interior and public electrical installations; electric plant; a Port Authority building; and housing for port guard and watchmen force. Tender number is 16-M-OO.PP. Bid deadline is Apr. 7.

Specifications and all other bid documents are available for a non-reimbursable fee of 10,000 sucres (approximately $440) from La Secretaria del Comite de Licitaciones del Ministerio de Obras Publicas, Calle Chile 1267, Quito, Ecuador. Allow $30 for air mail of specifications to U.S. and anticipate a three to four week time lapse for receipt thereof (air mail second class).

Yugoslavia invites bids for rails, accessories

Zeleznicko Transportno Preduzece Beograd, Direkcija Za Izgradnju Pruge Beograd-Bar, Nemanjina 6, Beograd has issued a public tender for bids, by Mar. 29, for rails and accessories to be used in the construction of the Valjero-Titovo Uzice section of the Belgrade-Bar railway line.

The following quantities are requested: rails, 10,442 tons, type 49 in 22.5 meter lengths; rails, 273 tons, type 45A in 22 meter lengths; points, 46, type 49-300-6 degrees; points, 6, type 45-200-6 degrees; double slip point, type 49-215-6 degrees; fish plates, 9,662; fish bolts, 19323; shouldered base plates for joints, 4,885; shouldered base plates. ordinary 325,502; clips and clip bolts, 670,529 each; screw spikes, 1,340,505; coupling bolts, 4,885; washers for coupling bolts, 9,769; double spring washers, 689,848.

Tender documents can be purchased for $100 payable to the account of the Yugoslav Investment Bank under reference: Purchase of documentation for supply of rails, points and track fastenings for Belgrade-Bar railway. The following domestic banks are authorized to accept these payments: The Chase Manhattan Bank; The Manufacturers Hanover Trust Company; The First National City Bank; Irving Trust Company; The Bank of America and the Bank of New York.

World Trade Opportunities Continued through page 43

The firms and individuals in the following lists are interested in trade relations with U.S. businessmen. The commodities in which they have expressed interest are indicated by the numbers preceding the commodity classification. These numbers refer to the Standard Industrial Classification (SIC) Manual, which is available for $4.50 a copy from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402.

Every effort is made to include only firms or individuals with good reputations. However, the Department of Commerce cannot be responsible for any trade relations.

The listing in INTERNATIONAL COMMERCE of opportunities to trade in specific commodities and technical data does not necessarily imply approval of their export by the U.S. Department of Commerce pursuant to the U.S. Export Control Act. For applicable export licensing regulations and policies, see the Comprehensive Export Schedule or consult the Bureau of International Commerce's Office of Export Control or any Department of Commerce Field Office.

- indicates that the trade opportunity represents a request for bids by a foreign government agency. A (★) following indicates that additional information may be borrowed by firms located in the U.S. from the Business and Defense Services Administration (BDSA), U.S. Department of Commerce, Washington, D.C. 20230; telephone numbers indicated. To avoid delay, requests for loan material should specify country and commodity.

★★ indicates opportunities obtained by U.S. trade missions to other countries. A (★) following these indicates that additional information may be obtained by writing the International Liaison and Trade Opportunities Staff, BDSA-541, U.S. Department of Commerce, Washington, D.C. 20230. The TM (trade mission) number is requested in correspondence. Requests for loan material should specify country and TM number.

WTD indicates that a World Trade Directory report is available on the foreign firm for which the trade opportunity is listed. These reports, indicating type of organization, sales territory, size of business, sales volume, trade and financial reputation, and other factors, are available for $2 each from the Bureau of International Commerce, BIC-924, U.S. Department of Commerce, Rm. 6059. Telephone: 202-967-4203. The date following the letters WTD refers to the date of issuance of the report. If WTD is in preparation, action will be completed on a priority basis upon receipt of request specifically identifying the trade opportunity involved.

Sales Leads for Exporters

Listed below are companies interested in buying U.S. products. Direct purchases are wanted unless a desire for an agency agreement is expressed.

019 Commercial farms

SWITZERLAND—Grass, shrubs and tree seeds, salt and acid tolerant species suitable for extensive and intensive cultures in Middle-East, North Africa, specialties with wide range of applications, in particular mechanical hydro seeding. Betocel International AG (manufacturer, distributor), 40 Arnold-Bocklinstrasse 40, 4002 Basel. WTD 2/69.

201 Meat products

FRANCE—Canned meat, sausages, poultry. Requests replies in French. Ets. Haeringer-Migros-Agam, S.A. (retailer), 6a Bld. de Lattre de Tassigny, 68 Haguenau. WTD 5/68.

202 Dairy products

MALAWI—Condensed milk, canned, up to 14ozs cans. Prices, samples requested. Noor Agencies (wholesaler), Livingstone Ave., P.O. Box 525, Limbe. WTD 9/68.

203 Canning, preserving foods

FRANCE—California canned fruits, fruit juices; canned fish, other food specialties. Requests replies in French. Ets. Haeringer-Migros-Agam, S.A. (retailer), 6a Bld. de Lattre de Tassigny, 67 Hagenau. WTD 5/68.

204 Grain mill products

MALAWI—Wheatflour for bakeries. Offers direct from mills requested. K. B. Wholesalers Ltd. (wholesaler), Churchill Rd., P.O. Box 10, Limbe. WTD 2/69.

SPAIN—Feed supplements, concentrates including vitamins, antibiotics, oligo elements, other feed additives. Direct purchase and exclusive agency. Industrial Tecnica Pecuaria, S.A. (manufacturer, wholesaler, sales agent), Provenza, 249, Barcelona 8. WTD 11/68.

208 Beverage industries

GERMANY—Flavoring extracts, emulsions, other liquid flavors, natural or imitation. Food colorings. Requests price quotations f.o.b. American ports or c.i.f. European ports. Direct purchase and/or agency. Emil Mueller (importer, wholesaler and exporter), Postfach 35, 5038 Rodenkirchen. WTD 12/68.

209 Food preparation

AFGHANISTAN—Vegetable oil in 5 & 10-lb cans. Haji Khawaja Ahmadjan Nizam (importer, wholesaler), Serai Shouzda, Kabul. WTD 1/69.

GERMANY—Spice extracts, meat seasonings. Requests price quotations f.o.b. American ports or c.i.f. European ports. Direct purchase and/or agency. Emil Mueller (importer, wholesaler and exporter), Postfach 35, 5038 Rodenkirchen WTD 12/68.

211 Cigarettes

AFGHANISTAN—Cigarettes. Shams Ltd., (wholesaler, exporter, importer), Rm. No. 63, Pashtoon Market, Kabul. WTD 2/69.

221 Broad woven fabric mills, cotton

GERMANY—Curtain and drapery fabrics, valancing, of cotton, or blended with synthetic fibers, printed and woven designs; also for wall coverings. Direct purchase and agency. Georg Hatke (wholesaler, importer, retailer), Bremer Teppichhaus, 59/61 Soegestrasse, 28 Bremen. WTD 2/59.

MALAWI—Mosquito netting, woven, cotton, round and square holes, white, colored; ready made mosquito nets, for single, double beds, square or with ring. Noor Agencies (wholesaler), Livingstone Ave., P.O. Box 525, Limbe. WTD 9/68.

Cotton textiles in the reel for African clothing; colors, patterns, lowest price ranges. Samples, prices requested. K. B. Wholesalers Ltd. (wholesaler), Churchill Rd., P.O. Box 10, Limbe. WTD 2/69.

222 Broad woven fabric mills, manmade fiber, silk

GERMANY—Curtain and drapery fabrics, valancing of manmade fibers, or blended with cotton, printed and woven designs; also for wall coverings. Direct purchase and agency. Georg Hatke (wholesaler, importer, retailer), Bremer Teppichhaus, 59/61 Soegestrasse, 28 Bremen. WTD 2/69.

225 Knitting mills, products

MALAWI—Mosquito netting, nylon, white or colored; ready-made nets for single, double beds, square fitting and ring fitting. Noor Agencies (wholesaler), Livingstone Ave., P.O. Box 525, Limbe. WTD 9/68.

227 Floor covering mills, products

GERMANY—Wall-to-wall carpeting; tufted, woven. Direct purchase and agency. Georg Hatke (wholesaler, importer, retailer), Bremer Teppichhaus, 59/61 Soegestrasse, 28 Bremen. WTD 2/69.

KOREA—Woven carpets, rugs for supply to tourist hotel facilities. Direct purchase and agency. Sam Youn Co. (sales agent), I.P.O. Box 2899, Seoul. WTD 7/68.

229 Textile goods

GERMANY—Air-sea rescue nets for salvaging shipwrecked persons by helicopters. Also interested in manufacturing such nets under license. Schiffsbedarf GmbH & Co. KG (importer, manufacturer, distributor), Westkai-Fischereihafen II, 285 Bremerhaven 4. WTD 2/69.

THAILAND—Imitation leather for manufacturing women's bags, shoes. Requests c.i.f. Bangkok prices, samples. Direct purchase and agency. Bangkok-Nara Co., Ltd. (importer, distributor), A.B.C. Bldg., 2533 Petchburi Extension Rd., Bangkok. WTD 11/68.

232 Men's, youths', boys' furnishings, work clothing

AFGHANISTAN—Apparel, service, washable, men's, youths', boys. H. Khawaja Ahmadjan Nizam (importer, exporter, wholesaler), Serai Shouzda, Kabul. WTD 1/69.

SWITZERLAND—Fashionable suits, coats for men. Lywana AG (importer, distributor), Hofstrasse 12, 8620 Wetzikon 1. WTD 1/69.

233 Women's, misses', juniors' outerwear

SWITZERLAND—Fashionable suits, dresses, coats for ladies. Lywana AG (importer, distributor), Hofstrasse 12, 8620 Wetzikon 1. WTD 1/69.

251 Household furniture

KOREA—Metal kitchen furniture for supply to tourist hotel facilities. Direct purchase and agency. Sam Youn Co. (sales agent), I.P.O. Box 2899, Seoul. WTD 7/68.

259 Furniture, fixtures

MALAWI—Curtain rails and rods, brass and chromed; towel rails. Catalogs, price lists requested. V. J. Paint & Hardware Stores Ltd. (retailer), Glyn Jones Rd., P.O. Box 248, Blantyre. WTD 9/68.

264 Converted paper, paperboard products

MALAWI—General stationery for offices, schools, home use; cheaper grades. Catalogs, price lists requested. K. B. Wholesalers Ltd. (wholesaler), Churchill Rd., P.O. Box 10, Limbe. WTD 2/69.

273 Books

PORTUGAL—Textbooks: technical, scientific, professional books for audio-visual teaching. Direct purchase and agency. Editorial J. Castelo Branco, Lda. (publisher), Rua Vitor Bastos 37-2°., Lisbon. WTD in preparation.

275 Commercial printing

NETHERLANDS—Calendars, pads, other business gifts for use in offices. Linea Recta (distributor), 1-3 Wanne, P.O. Box 63, Zutphen. WTD 2/69.

281 Industrial chemicals

FRANCE—Ceramic chemicals, crude products, raw materials of all categories suitable for utilization in preparation, processing of porcelain paste, enamel, ceramic coatings, related lines for chinaware industry. Agency and direct purchase. Kaolins & Pates Ceramiques du Limousin (manufacturer), 50 Boulevard Gambetta; 87- Limoges, Haute-Vienne. WTD 5/68.

Pigments (organic and inorganic), synthetic dyes, lakes, colors, toners, crude chemicals, other raw materials or basic products for use by paint, varnish industries primarily products of new types not as yet currently utilized in France. Direct purchase and agency. Peintures du Lauragais. S.A. (dealer), Place du Niger; 31- Toulouse, Haute-Garonne. WTD 2/69.

● **INDIA**—Ammonium sulphate (bulk-fertilizer) 275,000 metric tons, for shipment during May, June, and July 1969. Tender #FP4(1) PII-5(4)/69. Bid deadline Mar. 14. (1 P. M. local time in New Delhi, India). Tender documents containing specifications and other conditions can be obtained from the India Supply Mission, 2536 Mass. Ave., NW., Washington, D.C. 20008. (Telephone: 202-265-5200).

PAKISTAN—Wishes to import the following chemicals: (1) textile auxiliary chemicals, such as Lissapol N.H.® (detergent agents); Levapan T.H.® (wetting agent); Borax granular (technical grade); Basosoff H.S.® (padding and softening agents); Casserval P.W.® Cons. (wetting and leveling agent for vat. dyes); Fibramoll CNS® 100 (softening agent); Stearic Acid® (double pressed for textile finishing); (2) methylene chloride including sodium bisulphite, calgon/sodium tri-polyphosphate, activated carbon, and potassium permangnate; (3) acetic acid; and (4) desperse dyes for diacetate rayon. Kohinoor Rayon Ltd. (manufacturer, importer), P.O. Box 830, Lahore. WTD 1/69.

SWITZERLAND—All kinds of industrial organic, inorganic chemicals. Direct purchase and agency. Prochem AG (agent), Lagerstrasse 33, P.O. Box 954, 8021 Zurich. WTD in preparation.

SPAIN—Maleic anhydride, phthalic anhydride, veterinary methionine, chromic acid, potassium bichromate, hexamethylenetetramine (hexamine) paraphormaldehyde, sodium cyanide. Suministradora Quimica Vicor (sales agent, wholesaler, importer, exporter), Londres, 37, Barcelona 15- P.O. Box 1068. WTD 12/68.

Choice of language

Some people—about seven-eighths of them—just do not understand English.

So when you answer an advertiser in these pages who requests replies in his own language oblige him *and* yourself.

Ask the Department of Commerce Field Office for advice.

282 Synthetic materials

AFGHANISTAN—Viscose rayon yarn. Shams Ltd. (importer, exporter, wholesaler), Rm. No. 63, Pashtoon Market, Kabul. WTD 2/69.

283 Drugs

KOREA—Pharmaceuticals, both in finished, raw forms. Direct purchase and agency. Ajoo Co. (sales agent), C.P.O. Box 914, Seoul. WTD in preparation.

SWITZERLAND—All kinds of raw chemicals for medical applications. Direct purchase and agency. Prochem AG (agent), Lagerstrasse 33, P.O. Box 954, 8021 Zurich. WTD in preparation.

284 Soap, detergents, cleaning preparations, perfumes, cosmetics

GERMANY—Emulsifiers and binders for food products. Requests price quotations f.o.b. American ports or c.i.f. European ports. Direct purchase and/or agency. Emil Mueller (importer, wholesaler, exporter), Postfach 35, 5038 Rodenkirchen. WTD 12/68.

SWITZERLAND—Cosmetics and toiletries, novelties, packaged, raw or in bulk. Direct purchase and agency. W. P. Eggimann Cosmetics AG (manufacturer, distributor), Attn: Mr. Carl H. Zell, Mgr., Alte Landstrasse 32, 8800 Thalwil. WTD 1/69.

287 Agricultural chemicals

● **INDIA**—Fertilizers, mixed (NPK), bagged, total 100,000 metric tons; 60,000 metric tons (15:15:15) and 40,000 metric tons (14:28:14), for shipment during May to August. Tender FP4(2)PII-5(7)/69. Bid deadline 1 p.m. (New Delhi time) Mar. 17. Tender documents containing specifications and other conditions can be obtained from India Supply Mission, 2536 Mass. Ave., NW., Washington, D.C. 20008 (Telephone: 202-265-5200).

SWITZERLAND—Agricultural pesticides, insecticides, similar chemical preparations. Direct purchase and agency. Requests replies in German. Max Stierli (agent), Hofmattweg 53, 4142 Munchenstein 1. WTD in preparation.

291 Petroleum refining

AFGHANISTAN—Lubricating oils for cars, heavy duty trucks. Shams Ltd. (wholesaler, exporter, importer), Rm. No. 63, Pashtoon Market, Kabul. WTD 2/69.

Lubricating oils. Shaffi Automobile Technical and Mechanical Engineer (importer, wholesaler, agent, auto repair), P.O. Box No. 142, Kabul. WTD 2/69.

306 Fabricated rubber products

FRANCE—Special friction resisting rubber in sheets for metal bonding. Direct purchase and agency. Matelest, S.A. (importing wholesaler), Route de Mulhouse, 68 Rixheim. WTD 1/69.

SWITZERLAND—Rubber products for any medical application except dental, veterinary. Verbandstoffabrik Zurich AG (agent), Seefeldstrasse 153, 8008 Zurich. WTD in preparation.

THAILAND—Upholstery fabrics for automobile tops, seats; for furniture. Requests c.i.f. Bangkok prices, samples. Direct purchase and agency. Bangkok-Nara Co., Ltd. (importer, distributor), A.B.C. Bldg., 2533 Petchburi Extension Rd., Bangkok. WTD 11/68.

307 Plastic products

NETHERLANDS—Plastic business gifts for use in offices. Linea Recta (distributor), 1-3 Wanne, P.O. Box 63, Zutphen. WTD 2/69.

THAILAND—Plastic wall tile. Requests catalogs, c.i.f. Bangkok prices, samples. Direct purchase and agency. Bangkok-Nara Co., Ltd. (importer, distributor), A.B.C. Bldg., 2533 Petchburi Extension Rd., Bangkok. WTD 11/68.

322 Glass, glassware

ZAMBIA—Twelve ounces light weight glass can handy bottles. Type: international handy, non-returnable bottle; finish: 26/630; bottle height: 5.41/64 ± 1/16 ins.; quality (max.): 0.075 ± .012 ins.; pressure PSI: 137; capacity Mls.: 358.0 ± 7.1; finish bore 'I' dimension std.; glass weight oz. average: 6¼ ± ¼; bottle diameter: 2.23/32 ± 1/16 ins.; finish locking ring dia.: 1.051-.013 ins.; thermal shock diff. °F: 70°; capacity brimful Br.F.I. ozs.: 12.60 ± 0.25; GCMI ins.: 0.689 ± .031. Requests price quotation C & F Lobito, C & F Lourenco Marques for 250,000 gross estimated annual requirement. Deliveries monthly or quarterly dependent on shipping facilities. The Chief Buyer, Northern Breweries Ltd., P.O. Box 91, Ndola. Courtesy copy for information should be sent to Indeco, P.O. Box 1935, Lusaka. WTD in preparation.

331 Steel mill products

● **BURMA**—Conductor and galvanized iron wire. Tender #17/T/EL/ESB(REH)68/69; bid deadline Apr. 21. Government of the Union of Burma, Electricity Supply Board, Central Stores Dept., Rose Bank Road, Ahlone, Rangoon. Tender documents can be obtained for $11 (certified check) through the American Embassy, Rangoon.

● **IRAN**—Steel pipes, 5,000 kgs, 45 by 25 mm, of ST.60 or ST.55. Tender #164/47; bid deadline Apr. 9. Iranian State Railways, Tehran. Copies of tender notices are available from the Iron and Steel Division, BDSA-669, U.S. Department of Commerce, Washington, D.C. 20230★ (Telephone: 202-967-2364).

MALAWI—Corrugated iron roofing sheets, gauge 24 to 36; also flat sheeting; steel nails for construction. V.J. Paint & Hardware Stores, Ltd. (retailer), Glyn Jones Rd., P.O. Box 248, Blantyre. WTD 9/68

332 Iron, steel foundries

● **PAKISTAN**—Cast or spun iron pressure pipes for laying 12 and 6 in. diameter salt water fire-fighting underground mains, serving the transit and storage installations for the new shipping berths at west and east wharves. Bid deadline is Apr. 14.

The C & F cost of the materials will be financed out of a $17 million IBRD loan (No. 376-PAK) to the Karachi Port Trust for the second Karachi Port project works.

Copies of the tender notice are available from the Construction and Building Materials Division, BDSA-645, Room 4813, U.S. Department of Commerce, Washington, D.C. 20230.★ (Telephone: 202-967-3602).

333 Primary smelting, refining of nonferrous metals

SPAIN—Selenium metal. Suministradora Quimica Vicor (sales agent, wholesaler, importer, exporter), Londres, 37, Barcelona 15—P.O. Box 1068. WTD 12/68.

335 Rolling, drawing, extruding of nonferrous metals

AFGHANISTAN—Copper sheets, standard sizes. H. Khawaja Ahmadjan Nizam (importer, exporter, wholesaler), Serai Shouzda, Kabul. WTD 1/69.

342 Cutlery, hand tools, general hardware

FRANCE—Hand-tools, small equipment, supplies for painters, glaziers, wallpaper-hangers, other artisan workers, including trowels, brushes, spray-guns, color-matching machines, and primarily, articles of new types which may complete—but not compete with—U.S. products which subject concern already handles. Direct purchase and agency.

Price lists and catalogs requested. Peintures du Lauragais, S.A. (dealer), Place du Niger; 31- Toulouse, Haute-Garonne. WTD 2/69.

GERMANY—Sealing pliers for seals made of aluminum, lead, plastics. Requests price quotations f.o.b. American ports or c.i.f. European ports. Direct purchase and/or agency. Hugo Linder Deltawerk (manufacturer, wholesaler, exporter), Postfach 710, 565 Soligen-Ohligs. WTD 1/69.

SWITZERLAND—All kinds of hand tools especially newly developed products for metal-working industries. Requests replies in German. Direct purchase and agency. Max Stierli (agent), Hofmattweg 53, 4142 Munchenstein 1. WTD in preparation.

343 Heating apparatus, plumbing fixtures

SWITZERLAND—Newly developed sanitary ware for toilets, bathrooms. Requests replies in German. Direct purchase and agency. Max Stierli (agent), Hofmattweg 53, 4142 Munchenstein 1. WTD in preparation.

346 Metal stampings

KOREA—Cooking, kitchen household utensils, except aluminum for supply to tourist hotel facilities. Direct purchase and agency. Sam Youn Co. (sales agent), I.P.O. Box 2899, Seoul. WTD 7/68.

351 Engines, turbines

AFGHANISTAN—Diesel engines for seven to eight ton trucks. Shams Ltd. (wholesaler, importer, exporter), Rm. No. 63, Pashtoon Market, Kabul. WTD 2/69.

● **MALAYSIA**—Supply and erection of 550,000 lb./hr. boilers and ancillary plant. Tender No. 1901/10. Bid deadline Mar. 17. Applications for a copy of the brief description of the contract may be obtained from Preece, Cardew and Rider, Paston House, 165/167 Preston Road, Brighton, Sussex, BNI 6AF, England or from the Power and Electrical Equipment Division, BDSA, Room 4124, Department of Commerce, Washington, D.C. 20230.★ (Telephone: 202-967-4241).

● **PANAMA**—Supply 40,000 Kw thermoelectric power plant (similar to unit under construction at Las Minas Bay). Company awarded the project will be expected to finance it. Deadline for Tender No. 211 has been extended to Mar. 28.

Specifications available for nonrefundable cost of $200 may be obtained from the Director General, Instituto de Recursos Hidraulicos y Electrificacion (IRHE) Apartado 5285, Panama 5. ★(Telephone: 202-967-4241).

● **THAILAND**—Supply and supervise installation of two vertical-shaft Francis type hydraulic turbines with auxiliary equipment. Tender No. YEA-SK-TI, bid deadline Apr. 1. Specifications available for $30 from Acres Western Ltd., No 960-505 Burrard St., Vancouver 1, British Co lumbia, Canada.

One set of specifications available for review only, not for loan from the Power & Electrical Equipment Division, BDSA, Room 4124, Department of Commerce, 14th & Constitution Avenue, N.W., Washington, D.C. 20230. ★(Telephone: 202-967-4241).

352 Farm machinery

ECUADOR—Farm tractor parts. REMCO—Repuestos y Maquinarias Cia. Ltda. (importer), P.O. Box 6482, Guayaquil. WTD 2/69.

353 Construction, mining, materials handling machinery, equipment

YUGOSLAVIA—Two tunnel pneumatic loaders (rolling stock), volume of bucket: 0,60 m³,

U.S. DEPARTMENT OF COMMERCE—FIELD OFFICES

ALBUQUERQUE, N. MEX., 87101, U.S. Courthouse. Area Code 505 Tel. 843-2386.

ANCHORAGE, ALASKA, 99501, 306 Loussac-Sogn Bldg. Area Code 907 Tel. 272-6531.

ATLANTA, GA., 30303, 4th Floor Home Savings Bldg., 75 Forsyth St. N.W. Area Code 404 Tel. 526-6000.

BALTIMORE, MD., 21202, 305 U.S. Customhouse, Gay and Lombard Sts. Area Code 301 Tel. 962-3560.

BIRMINGHAM, ALA., 35205, Suite 200-201, 908 S. 20th St. Area Code 205 Tel. 325-3327.

BOSTON, MASS., 02203, Room 310, John Fitzgerald Kennedy Federal Bldg. Area Code 617 Tel. 223-2312.

BUFFALO, N.Y., 14203, 504 Federal Bldg., 117 Ellicott St. Area Code 716 Tel. 842-3208.

CHARLESTON, S.C., 29403, Federal Bldg., Suite 631, 334 Meeting St. Area Code 803 Tel. 577-4171.

CHARLESTON, W. VA., 25301, 3002 New Federal Office Bldg., 500 Quarrier St. Area Code 304 Tel. 343-6181 Ext. 375 and 376.

CHEYENNE, WYO., 82001, 6022 Federal Bldg., 2120 Capitol Ave. Code 307 Tel. 634-5920.

CHICAGO, ILL., 60604, 1486 New Federal Bldg., 219 South Dearborn St. Area Code 312 Tel. 353-4400.

CINCINNATI, OHIO, 45202, 8028 Federal Office Bldg., 550 Main St. Area Code 513 Tel. 684-2944.

CLEVELAND, OHIO, 44114, Room 600, 666 Euclid Ave. Area Code 216 Tel. 522-4750.

DALLAS, TEX., 75202, Room 1200, 1114 Commerce St. Area Code 214 Tel. 749-3287.

DENVER, COLO., 80202, 16419 Federal Bldg., 20th and Stout Sts. Area Code 303 Tel. 297-3246.

DES MOINES, IOWA, 50309, 609 Federal Bldg., 210 Walnut St. Area Code 515 Tel. 284-4222.

DETROIT, MICH., 48226, 445 Federal Bldg. Area Code 313 Tel. 226-6088.

GREENSBORO, N.C., 27402, 258 Federal Bldg., W. Market St. P.O. Box 1950. Area Code 919 Tel. 275-9111.

HARTFORD, CONN., 06103, 18 Asylum St. Area Code 203 Tel. 244-3530.

HONOLULU, HAWAII, 96813, 286 Alexander Young Bldg., 1015 Bishop St. Area Code 808 Tel. 546-5977.

HOUSTON, TEX., 77002, 5102 Federal Bldg., 515 Rusk Ave. Area Code 713 Tel. 226-4231.

JACKSONVILLE, FLA., 32202, P.O. Box 35087, 400 W. Bay St. Area Code 904 Tel. 791-2796.

KANSAS CITY, MO., 64106, Room 2011, 911 Walnut St. Area Code 816 Tel. 374-3141.

LOS ANGELES, CALIF., 90015, Room 450, Western Pacific Bldg., 1031 S. Broadway. Area Code 213 Tel. 688-2833.

MEMPHIS, TENN., 38103, 710 Home Federal Bldg., 147 Jefferson Ave. Area Code 901 Tel. 534-3214.

MIAMI, FLA., 33130, Rm. 821, City National Bank Bldg., 25 W. Flagler St. Area Code 305 Tel. 350-5267.

MILWAUKEE, WIS., 53203, Straus Bldg., 238 W. Wisconsin Ave. Area Code 414 Tel. 272-8600.

MINNEAPOLIS, MINN., 55401, 306 Federal Bldg., 110 S. Fourth St. Area Code 612 Tel. 334-2131.

NEW ORLEANS, LA., 70130, 909 Federal Office Bldg., S., 610 South St. Area Code 504 Tel. 527-6546.

NEW YORK, N.Y., 10007, 41st Floor, Federal Office Bldg., 26 Federal Plaza, Foley Sq. Area Code 212 Tel. 264-0634.

PHILADELPHIA, PA., 19107, Jefferson Bldg., 1015 Chestnut St. Area Code 215 Tel. 597-2850.

PHOENIX, ARIZ., 85025, 5413 New Federal Bldg., 230 N. First Ave. Area Code 602 Tel. 261-3285.

PITTSBURGH, PA., 15222, 2201 Federal Bldg., 1000 Liberty Ave. Area Code 412 Tel. 644-2850.

PORTLAND, OREG., 97204, 217 Old U.S. Courthouse, 520 S.W. Morrison St. Area Code 503 Tel. 226-3361.

RENO, NEV., 89502, 2028 Federal Bldg., 300 Booth St. Area Code 702 Tel. 784-5203.

RICHMOND, VA., 23240, 2105 Federal Bldg., 400 N. 8th St. Area Code 703 Tel. 649-3611.

ST. LOUIS, MO., 63103, 2511 Federal Bldg., 1520 Market St. Area Code 314 Tel. 622-4243.

SALT LAKE CITY, UTAH, 84111, 3235 Federal Bldg., 125 S. State St. Area Code 801 Tel. 524-5116.

SAN FRANCISCO, CALIF., 94102, Federal Bldg., Box 36013, 450 Golden Gate Ave. Area Code 415 Tel. 556-5864.

SAN JUAN, P.R., 00902, Room 100, Post Office Bldg. Phone 723-4640.

SAVANNAH, GA., 31402, 235 U.S. Courthouse and Post Office Bldg., 125-29 Bull St. Area Code 912 Tel. 232-4321.

SEATTLE, WASH., 98104, 8021 Federal Office Bldg., 909 First Ave. Area Code 206 Tel. 583-5615.

for a 0,75 cm. gauge; 15 dig-hammers; two machines for injecting concrete; five anchor hammers; one drill equipment for mine-holes; 11 gun drills with undercarriage; two mixer-wagons; ten pneumatic vibrators for wainscot; ten pneumatic pervibrators 75-100 m.; four pneumatic water pumps. Deadline Apr. 30. G.P. "Hidrotehnika" (constructor), Uskocka br.8/I, Beograd. WTD in preparation.

One complete line for granit crushing, 0-12 mm fractions, and capacity of 50 m^3/h; one asphalt plant, capacity 80-100 t/h; one asphalt finisher with the working span 6 m. wide. Deadline Apr. 30. Poduzece za ceste Zagreb (road construction), Zagreb, Rendiceva 32.

354 Metalworking machinery

GERMANY—Metalworking machinery, power driven; power driven tools. Distribution, including service, installation for West Germany. Requests replies in German. Direct purchase and agency. Kopp & Co. (manufacturer, wholesaler, importer, retailer), 6762 Alsenz, Postfach 6. WTD 2/69.

KOREA—One set of planing machine, open side or double housing, with max. table stroke of about 3,000 mm, max. height of work of about 1,000 mm and max. width of work of 1,200 mm; one set of horizontal boring machine, rotating table type, spindle dia of 75 mm app., spindle mouth of M.T.No.5, max. longitudinal travel of main spindle of 600 mm app., max. vertical travel of main spindle head of 900 mm app.; one set of cylindrical grinding machine, size of work piece: 3" diameter x 40". Request urgent quotations, catalogs by air mail. Hansa Corp. (importer, wholesaler, agent), C.P.O. Box 297, Seoul. Attn: Mr. M. K. Park, Dir. Cable: HANSACORP, Seoul. WTD in preparation.

PORTUGAL—Band saw blade tooth cutting machines. F. Ramada-Acos e Industrias, S.A.R.L. (importer, exporter, manufacturer, agent), Ovar. WTD in preparation.

355 Special industry machinery

AFGHANISTAN—Three hundred electric-powered looms each capable of weaving sixty meters of rayon fabrics per day. Requests descriptive brochures; final price quotation c.i.f. Karachi, insurance up to Kabul. H. Khawaja Ahmadjan Nizam (importer, wholesaler), Serai Shouzda, Kabul. WTD 1/69.

GERMANY—Food packaging machinery. Distribution including service installation for W. Germany. Requests replies in German. Direct purchase and agency. Kopp & Co. (manufacturer, wholesaler, importer, retailer), 6762 Alsenz, Postfach 6. WTD 2/69.

ISRAEL—Equipment, machinery for manufacture of stainless steel cutlery. Catalogs, price lists requested. Koor Industries and Crafts Co. Ltd. (manufacturer, distributor), 99 Ben Yehuda St., Tel Aviv. WTD 12/67.

SAUDI ARABIA—Sulphuric acid production plant of 35-50 ton per day capacity; complete package deal with all the necessary machinery, equipment and apparatus, c.i.f. Dammam Port. Ahmad H. As Sa'di (manufacturer, importer, wholesaler), P.O. Box 362, Dammam. WTD in preparation.

SINGAPORE—Machinery for manufacture of electric switches, plugs, etc., made of bakelite. Sheo Prasad Sharma Co., Ltd. (manufacturer), P.O. Box 201, Singapore 1. WTD in preparation.

SWITZERLAND—Chemical machinery, equipment; packing machinery for food products, related equipment. Direct purchase and agency. Brogli & Co. (agent), Nauenstrasse 41, 4000 Basel. WTD 11/68.

356 General industrial machinery

ECUADOR—Farm irrigation water systems, pumps: domestic water systems, pumps; hand operated. REMCO-Repuestos y Maquinarias Cia. Ltda. (importer), P.O. Box 6482, Guayaquil. WTD 2/69.

GERMANY—Packaging machinery for food products of all kinds. Requests price quotations f.o.b. American ports or c.i.f. European ports. Direct purchase and/or agency. Emil Mueller (importer, wholesaler and exporter), Postfach 35, 5038 Rodenkirchen.

Packaging machinery, equipment. Distribution including service, installation for West Germany. Requests replies in German. Direct purchase and agency. Kopp & Co., 6762 Alsenz, Postfach 6. WTD 2/69.

MALAWI—Simple wing pumps for water, hand operated. Catalogs, prices requested. V. J. Paint & Hardware Stores Ltd. (retailer), P.O. Box 248, Glyn Jones Rd., Blantyre. WTD 9/68.

SWEDEN—Pumps for transportation of food, chemical, chemo-technical products; not water or hydraulic pumps. Direct purchase and agency. Record-Materiel, AB (retailer, agent, distributor, importer) 1, Norrbackagatan, S-113 41 Stockholm. WTD 2/69.

SWITZERLAND—Packaging machinery, similar equipment for industrial, commercial application. Direct purchase and agency. Brogli & Co., (agent), Nauenstrasse 41, 4000 Basel. WTD 11/68.

361 Electrical transmission distribution equipment

● **ARGENTINA**—Supply outdoor self disconnecting fuse box cutters of 13.2 Kw., Tender No. 2935, bid deadline Mar. 21.

Specifications available for approx. $15 from Segba, Balcarce 184, Room 443, Buenos Aires, (Financed with IBRD loan).

● **CHILE**—Supply of electric measuring instruments and test equipment for power plant and sub-stations. Tender No. n/n, bid deadline Mar. 10. Correspondence preferred in Spanish. Bidders should be legally represented in Chile.

Requested by: Empresa Nacional de Electricidad "ENDESA" S.A., Depto. de Ingenieria Electrica, Ramon Niete 920, Apt. 428, Santiago. Technical specifications are available in English, at a cost of approximately $6 each, from: Grupe de Preyecto del Sistema "El Toro," calle Santa Rosa 76, 3er. piso, Santiago.

● **CYPRUS**—Supply, erect, maintenance for 12 months of plant to be installed and interconnected to the existing system in Cyprus comprising a 66 Kv layout of main and reserve busbars, with nine 66 Kv circuit breakers and all cabling and ancillary equipment. Tender No. 787/403/69, Cont. No. 1895/18, bid deadline Mar. 31. Specifications available for $48 from the Electricity Authority of Cyprus, P.O. Box 1466, Nicosia.

A brief description of requirements is available for review only, not for loan from the Power and Electrical Equipment Division, BDSA, Room 4124, Department of Commerce, 14th & Constitution Ave., NW., Washington, D.C. 20230.★ (Telephone: 202-967-4188).

● **EL SALVADOR**—Supply 11 each three phase 115 Kv outdoor circuit breakers, two each three phase 23 Kv outdoor circuit breakers. Bid deadline Mar. 17. Firms must submit qualifications to Comision Ejecutiva Hidroelectrica del Rio Lempa (CEL) 2a. Avenida Sur 233, Edificio Duenas-40. Piso, San Salvador.

● **GUATEMALA**—Design, manufacture and install electromechanical equipment for substations, Los Esclavos, El Progreso, Jutiapa and Panaluya. Tender No. 2-69 bid deadline Mar. 7.

Specifications available for approx. $20 from Instituto Nacional de Electrificacion-INDE, 6a. Avenida 2-73, Zona 4, Edificio Cordon Horjales, Guatemala City. Correspondence in Spanish.

● Supply three each mobile diesel generator units with total capacity of 4,000 Kw. Vendor must have local agent. Tender No. 1-69. Bid deadline has been extended to Mar. 12, 9 a.m.

Specifications available for approx. $30 from Instituto Bacuibak de Electrificacion-Inde, 6a. Avenida 2-73, Zone 4, Edificio Cordon Horjales, Guatemala City.

● **MALAYSIA**—Supply and install auxiliary transformers and switchgear for the extension of the Prai Power Station financed largely by IBRD sources. Tender No. 1840/17, bid deadline Apr. 15. Tender documents available for $24 from Messrs. Preece, Cardew and Rider, Paston House, 165-167 Preston Rd., Brighton, BN1 6AF, Sussex, England.

Brief description of requirements available from the Power and Electrical Equipment Division, Room 4124, BDSA, Department of Commerce, 14th and Constitution Avenue, NW., Washington, D.C. 20230,★ for review only, not for loan.

● **NEW ZEALAND**—Supply 27 each 220 Kv circuit breakers for various power stations. Tender No. 527, bid deadline Apr. 15. New Zealand Electricity Department, Wellington, New Zealand.

Specifications available from Power and Electrical Equipment Division, BDSA, Room 4124, Department of Commerce, 14th & Constitution Avenue, NW., Washington, D.C. 20230.★ (Telephone: 202-967-4241).

362 Electrical industrial apparatus

● **ARGENTINA**—Supply three each rectifier substations, six MW each for electrified railroads. Tender No. 682/69, bid deadline May 15.

Specifications available from Ferrocarril General Mitre, Departamento Abastecimiento, Avenida Ramos Mejia 1358-3° piso, Buenos Aires.

● **ECUADOR**—Supply and install, 1,000 Kw diesel electric group for Santo Domingo de los Colorados. Bid deadline Mar. 14, Instituto Ecuatoriana de Electrificacion (INECEL) Avenida 10 de Agosto 817 (P.O. Box 2986) Quito, Ecuador.

Specifications (in Spanish) available for reference only, not for loan from the Power and Electrical Equipment Division, BDSA, Room 4124, Department of Commerce, 14th & Constitution Avenue, NW., Washington, D.C. 20230.★

● **MALAYSIA**—Supply and erect two 60,000 Kw turbo-alternators and ancillary equipment. Tender No. 1901/11. Bid deadline Mar. 17, 1969. Applications for a copy of the brief description of the contract may be obtained from Preece, Cardew and Rider, Paston House, 165/

167 Preston Road, Brighton, Sussex, BNI 6AF, England or from the Power & Electrical Equipment Division, BDSA, Room 4124, Department of Commerce, 14th & Constitution Avenue, N.W., Washington, D.C. 20230.★ (Telephone. 202-967-4241).

PORTUGAL—Band saw blade electric welding equipment. F. Ramada-Acos e Industrias, S.A.R.L. (importer, exporter, manufacturer, agent), Ovar. WTD in preparation.

YUGOSLAVIA—Seam welding apparatus for radiators. Deadline Apr. 30. EMO, emajlirnica (manufacturer), Metalna industrija, Orodjarna Celje, Mariborska 86, P.O. Box 79. WTD 10/68.

364 Electrical lighting, wiring equipment.

● **ARGENTINA**—Supply medium tension insulators with holding clamps. Tender No. 2934, bid deadline Mar. 21.

Specifications available for aprox. $15 from Segba, Balcarce 184, Room 443, Buenos Aires. (Financed with IBRD loan.)

● **AUSTRALIA**—Supply protectors with arrestors, coils, fuses ranging in quantity from 1,000 to 1 million. Tender No. S.68/5636, bid deadline Mar. 27, The Deputy Assistant Director-General (Supply), Postmaster-General's Department, 199 William St., Melbourne, Victoria 3000.

Specifications available from the Power & Electrical Equipment Division, BDSA, Room 4124, Department of Commerce, 14th & Constitution Avenue, NW., Washington, D.C. 20230.★ (Telephone: 202-967-4241).

● **EL SALVADOR**—Supply 11 each lighting rods, single phase, 96 Kv; six each lighting rods, single phase, 25 Kv. Bid deadline Mar. 17.

Firms submit qualifications to Comision Ejecutiva Hidroelectrica del Rio Lempa (CEL) 2a. Avenida Sur 233, Edificio Duenas-40. Piso, San Salvador.

NETHERLANDS—Shaded floor, table and wall lamps, preferably of classic design. Direct purchase or representations for sale in Common Market countries. Van Baggum Handelsonderneming (manufacturer, importer, wholesaler), 1 van der Beeklaan, Amstelveen. WTD 2/69.

366 Communication equipment

NETHERLANDS—Weather and naval radar equipment. Exclusive distributorship for Benelux countries. Complete information including descriptive literature to be addressed to Mr. K. J. Spijkerman. Industriewolf N.V. (importer), 56 Singel, Amsterdam. WTD 2/69.

SWITZERLAND—Light aircraft radio, communication systems. Direct purchase and agency for Switzerland, Europe. Air Espace SA (importer, distributor), P.O. Box 50, 2013 Colombier. WTD 3/68. Attn: Mr. G. de Chambrier.

367 Electronic components, accessories

SWITZERLAND—Semiconductors, integrated circuits, other advanced electronic components, accessories. Direct purchase and agency. Cherix, Hutterli & Cie, CHC (manufacturer, distributor), Wasenstrasse 4, 2502 Biel. WTD 6/68.

Electronic frequency, impulse generators, distribution equipment; components and apparatus for numerically controlled machines. Ebauches SA (agent), Dept. Oscilloquartz, 2001 Neuchatel. WTD 1/69.

372 Aircraft, parts

SWITZERLAND—Light aircraft, single and twin engines, and rebuilt; related parts, equipment. Direct purchase and agency for Switzerland, Europe. Air Espace SA (importer, distributor), P.O. Box 50, 2013 Colombier. WTD 3/68. Attn: Mr. G. de Chambrier.

374 Railroad equipment

YUGOSLAVIA—Three tunnel electro-battery locomotives 70-100 hp for 0,75 cm. gauge. Deadline 4/30/69. G. P. "Hidrotehnika" (constructor), Uskocka br 8/I, Beograd.

375 Motorcycles, bicycles, parts

MALAWI—Parts for bicycles, including tubular steel; wheels, 28"; spoke wire, chromed tube, cycle carrier steel. Specifications, prices, catalogs requested. K. B. Wholesalers Ltd. (wholesaler, cycle assemblers), Churchill Rd., P.O. Box 10, Limbe. WTD 2/69.

381 Engineering, laboratory scientific, research instruments, equipment

● **BURMA**—Supply of chemical laboratory apparatus including mathay rods of the following metals: carbon, graphite, copper, silver, gold, zinc, cadmium, tilanium, zirconium, lead, antimony, bismuth, chromium, molybdenum, tungsten, uranium, iron; also copper powder and iron sheet. Tender No. 155 (68-69), bid deadline Mar. 15. Requested by the Dir. Gen., Mineral Development Corp., Kanbe, Yankin P.O., Rangoon. Specifications available on loan basis from the Scientific and Business Equipment Division, BDSA-653, U.S. Department of Commerce, Washington, D.C. 20230.★ (Telephone: 202-967-2939).

● **PAKISTAN**—Supply of scientific, laboratory, and related equipment including retort stands, balances, weights, pulleys, micrometers, parallelograms, barometers, calorimeters, acceleration and gravity apparatus, telescopes, microscopes, force and lift pumps, etc. Tender No. S-9/196/SCI/68-69/IDA/M, bid deadline Apr. 5. Issued by the Directorate of Supply, Govt. of East Pakistan, 48 Motijheel Commercial Area, Dacca-2, East Pakistan. Cable: "SUPPLY", Dacca. Tender documents available, at Rupees 5 ($1.05 approx.) per set, from above issuing authority. Procurement will be financed by IDA credit No. 87-Pak.

SWITZERLAND—Apparatus, machinery, equipment for chemical laboratories. Direct purchase and agency. Brogli & Co. (agent), Nauenstrasse 41, 4000 Basel. WTD 11/68.

382 Instruments for measuring, controlling, indicating physical characteristics

KOREA—Various types of testing instruments with emphasis on materials testing. Direct purchase and agency. Korean Testing Machine Co. (sales agent, distributor), I.P.O. Box 3430, Seoul. WTD 1/69.

384 Surgical, medical, dental instruments

SWITZERLAND—Medicated adhesive tapes, surgical bandages, similar and newly developed materials. Direct purchase and agency. Verbandstoffabrik Zurich AG (agent), Seefeldstrasse 153, 8008 Zurich. WTD in preparation.

395 Pens, pencils, office, artists' materials

MALAWI—Writing pencils, ball-point pens, coloring crayons; cheaper qualities. Samples, catalogs, price lists requested. K. B. Wholesalers Ltd. (wholesaler), Churchill Rd., P.O. Box 10, Limbe. WTD 2/69.

NETHERLANDS—Pens, mechanical pencils, similar products to be sold as business gifts for office use. Linea Recta (distributor), 1-3 Wanne, P.O. Box 63, Zutphen. WTD 2/69.

399 Manufacturing industries

MALAWI—Linoleum floor covering, various thicknesses and qualities. Catalogs, samples, prices requested. V. J. Paint & Hardware Stores Ltd. (retailer), Glyn Jones Rd., P.O. Box 248, Blantyre. WTD 9/68.

539 Antique, secondhand stores

MALAWI—Secondhand men's, women's woolen sweaters; similar garments. Noor Agencies (wholesaler), Livingstone Ave., P.O. Box 525, Limbe. WTD 9/68.

Secondhand clothing; men's, women's, chiefly outerwear. K. B. Wholesalers Ltd. (wholesaler), Churchill Rd., P.O. Box 10, Limbe. WTD 2/69.

Little things make the difference

"Quite often the difference in being successful and not being successful in a foreign market is that the successful firm is aware of and paying attention to the little things.

"These can be:

"Handling all overseas correspondence as quickly as possible;

"The ability to be understood in writing;

"Making certain that the sales literature and technical bulletins are in the language of the country;

"And tailoring the product to the customer's needs.

"To be successful in international trade takes more than a product and a desire to sell it. Often it is these little things that can make the big difference in overseas marketing."

—V. J. Borland, Export Manager, Quaker State Oil Refining Corp.

Kuwait extends bid deadline

The bid deadline on a major housing project in Kuwait (INTERNATIONAL COMMERCE, Nov. 11, p. 28) has been extended from Feb. 1 to Mar. 31.

Sales Representation

The firms listed below are interested in representing U.S. firms in the areas indicated. Exclusive distributorship for these commodities is wanted only if specified.

204 Grain mill products

MALAWI—Wheat-flour, hard. C. G. Whitehead (Pvt) Ltd. (indent agent), P.O. Box 558, Kamuzu Highway, Limbe. WTD 9/68.

221 Broad woven fabric mills, cotton

SOUTH AFRICA—Dress materials: cotton, plain, printed, finished; approximately 40 cents to $1 per yd. A. S. Walker & Co. (Pty.) Ltd. (indent agent), P.O. Box 1787, Cape Town, Cape Province. WTD 1/69.

222 Broad woven fabric mills, manmade fiber silk

SOUTH AFRICA—Dress materials: manmade fiber, plain, printed, finished; approximately 40 cents to $1 per yd. A. S. Walker & Co. (Pty.) Ltd. (indent agent), P.O. Box 1787, Cape Town, Cape Province. WTD 1/69.

232 Men's, youths', boys' furnishing, work clothing

NETHERLANDS—All types of high quality men's fashions. Exclusive representation for Netherlands. Euro-Fashions (sales agent), 13 Koningin Wilhelminaplein, Amsterdam. WTD 2/69.

273 Books

THAILAND—Books, including novels and magazines, English language, any subject, hard cover or paperback. Antony Ltd. (importer, wholesaler, retailer), 240 Siam Sq., Rama I Road, Bangkok. WTD 1/67.

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The serial is great for some forms of entertainment.

But not for business correspondence.

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- Your unit of sale—whether by the foot or the ton—and what kind of a ton.
- Details of various price lines available if you have such distinctions as "utility", "standards" or "deluxe".
- Your price and payment terms, including discounts for quantity and for prompt payment.
- Your delivery schedule.
- Your catalog or other appropriate literature.

277 Greeting card manufacturing

THAILAND—Greeting cards, all kinds. Antony Ltd. (importer, wholesaler, retailer), 240 Siam Sq., Rama I Rd., Bangkok. WTD 1/67.

281 Industrial chemicals

ITALY—Wide range of cyclic intermediates, dyes, organic pigments, cyclic crudes. Complete list of desired products available from Trade Opportunities Staff, Rm. 4053, BDSA-541, U.S. Department of Commerce, Washington, D.C. 20230. Aldo Garzanti S.a.s. (distributor, representative), Via Tito Speri 8, 20154 Milan. WTD 12/68.

282 Synthetic materials

ITALY—Wide range of plastic materials, synthetic resins, vulcanizable, nonvulcanizable elastomers, synthetic organic fibers. Complete list of desired products available from Trade Opportunities Staff, Rm. 4053, BDSA-541, U.S. Department of Commerce, Washington, D.C. 20230. Aldo Garzanti S.a.s. (distributor, representative), Via Tito Speri 8, 20154 Milan. WTD 12/68.

PERU—Cellophane rolls. Mr. Richard W. Bernard (agent), M. Villavicencio 725, Lince, Lima. WTD in preparation.

287 Agricultural chemicals

MALAWI—Fertilizers for tobacco, cotton. C. G. Whitehead (Pvt) Ltd. (indent agent), P.O. Box 558, Kamuzu Highway, Limbe. WTD 9/68.

328 Abrasive, asbestos, nonmetallic mineral products

PERU—Abrasives for working metals, marbles, glass. Mr. Richard W. Bernard (agent), M. Villavicencio 725, Lince, Lima. WTD in preparation.

331 Steel mill products

NETHERLANDS—Stainless steel, in bars, sheets, strips, beams. Exclusive representation for the Benelux countries. Literature to be addressed to Mr. K. J. Spijkerman. Industriewolf N.V. (importer), 56 Singel, Amsterdam. WTD 2/69.

335 Rolling, drawing, extruding of nonferrous metals

GUATEMALA—Copper pipe, fittings. A. Lamport & Compania Sucs. S.C. (importing distributor), 9a. Avenida 11-18, Zona 1-Apartado Postal 165, Guatemala City. WTD 7/68.

NETHERLANDS—High and low voltage ground distribution cable. Exclusive distribution for Benelux countries. Complete information including descriptive literature to be addressed to Mr. K. J. Spijkerman. Industriewolf N.V. (importer), 56 Singel, Amsterdam. WTD 2/69.

PERU—Aluminum foil. Mr. Richard W. Bernard (agent), M. Villavicencio 725, Lince, Lima. WTD in preparation.

354 Metalworking machinery

PERU—Metalworking machinery, equipment. Mr. Richard W. Bernard (agent), M. Villavicencio 725, Lince, Lima. WTD in preparation.

SPAIN—All classes of metalworking machinery, equipment. Representaciones Tecnico Comerciales, S.A. (distributor), Calderon de la Barca 17, Santander. WTD 2/69.

TAIWAN—Automatic relieving lathes, medium and large size surface grinding machines, universal hobbing machines, machinery for manufacturing twist drills, hand hacksaw blades. Requests detailed catalogs, price information. Winner Corp. (agent), P.O. Box 1775, Taipei. WTD in preparation.

355 Special industry machinery

SPAIN—Chemical manufacturing industries machinery and equipment; textile machinery; woodworking machinery; paper industries machinery; other special industries machinery, equipment. Representaciones Tecnico Comerciales, S.A. (distributor), Calderon de la Barca 17, Santander. WTD 2/69.

SWITZERLAND—Snow making machines, related equipment. Gebr. Odermatt AG (manufacturer, importer), Stahl- und Maschinenbau, 6390 Engelberg. WTD in preparation.

358 Service industry machines

SWITZERLAND—Refrigeration equipment for any application, related control devices, accessories; air conditioning equipment. Charles Hasler, Maschinen & Apparate en gros (agent), Althardstrasse 238, P.O. Box, 8105 Regensdorf. WTD in preparation.

Newly developed automatic vending machines, laundry and refrigeration machines for household use or restaurants. Verzinkerei Zug AG (agent, manufacturer), Industriestrasse, 6301 Zug. WTD in preparation.

362 Electrical industrial apparatus

ENGLAND—Electronic controls for industry. Will consider manufacturing arrangements at later date. Hird-Brown Ltd. (manufacturer, distributor, importer, exporter), Bolton, Lancashire. WTD 2/69.

363 Household appliances

GUATEMALA—Water heaters, household, electric and propane gas operated; 30, 40, 50 gallon capacity. A. Lamport & Compania Sucs. S.C. (importing distributor), 9a. Avenida 11-18, Zona—1 P.O. Box No. 165, Guatemala City. WTD 7/68.

ITALY—Electric household appliances. Sirtec, Societa' Italiana Rappresentanze Tecniche (manufacturer, distributor), Via Wildt 5, 20131 Milan. WTD in preparation.

NETHERLANDS—All types of electric household appliances. Exclusive distributorship for Netherlands. Cetra Nederland N.V. (importer), 81 Weesperstraat, Amsterdam. WTD 2/69.

366 Communications equipment

SPAIN—All classes of communications equipment, especially such equipment as is used in aircraft, ships, etc. Representaciones Tecni-

co Comerciales, S.A. (distributor), Calderon de la Barca 17, Santander. WTD 2/69.

384 Surgical, medical, dental instruments

PERU—Automatic analyzing equipment used in laboratories and hospitals. Exclusive agency. Requests replies in Spanish. Philips Medica S.A. (importer, distributor), Nazca 704, Apartado 2769, Lima. WTD 9/68.

386 Photographic equipment

ITALY—Flat bed and rotative electrostatic copiers. International Copy S.a.s. (distributor), Via Albricci 5, 20122 Milano. WTD 1/69.

Leads for Importers

Commodities are offered direct unless specified

011 Field crop farms

AFGHANISTAN—Linseeds, sesame seeds, hand sorted. Shams Ltd. (wholesaler, exporter, importer), Rm. No. 63, Pashtoon Market, Kabul. WTD 2/69.

012 Fruit, tree nut, vegetable farms

AFGHANISTAN—Nuts; almonds, pistachio, walnuts packaged according to customer's specifications. Shams Ltd. (wholesaler, exporter, importer), Rm. No. 63, Pashtoon Market, Kabul. WTD 2/69.

329 Abrasive, asbestos, nonmetallic mineral products

FRANCE—Processed quartz (maximum impurity: two microns) for utilization by manufacturers of optical elements, glass blanks; laser scientific and engineering instruments, related industries. Kaolins & Pates Ceramiques du Limousin (manufacturer, exporter), 50 Boulevard Gambetta; 87- Limoges, Haute-Vienne. WTD 5/68.

336 Nonferrous foundries

INDIA—Manufacture or fabricate castings, machine products to the specifications of U.S. firms. Pusham Engineering Co. (manufacturer), 1/12 First Floor, Navjivan Society, Lamington Road, P.O. Box 4536, Bombay 8. WTD 11/68.

369 Electrical machinery, equipment, supplies

FRANCE—Lineic activity meters (gamma rays), patented, up-to-date measuring, recording apparatus designed for prompt, easy direct reading, measuring (in millicuries, per centimeter, with utmost accuracy) of activity (iridium 192, related elements) of radioactive pins, wires. Meters equipped with sound-indicators for radio-activity; may be readily adapted to other uses such as measure, control of Caesium 137. Descriptive leaflets upon request. Lascaux (S.A. des Nouveaux Etablissements) (manufacturer, exporter), 2 Place Denis-Dussoubs; 87- Limoges, Haute-Vienne. WTD 7/68.

Visiting Buyers and Officials

ARGENTINA—Juan Carlos Perrone, Missmar S.R.L., Buenos Aires, **interested in obtaining a licensing agreement with U.S. firm manufacturing women's bathing suits, in visiting manufacturing facilities of such a firm and textile mills processing synthetic fibers used in this product.** Mar. 9 via New York for 15 days. c/o 8425 Midland Parkway, Jamaica, N.Y. 11432, Telephone RE 9-2190. Itinerary: New York City. WTD in preparation.

ISRAEL—Representing the Israel Manufacturers Association, Co. Peleg Tamir, secretary general and Baruch Ber, economic advisor, accompanied by Zalman Susayeff, president, for a portion of the trip, **interested in contacting U.S. industrial firms which could be interested in participating in seminars and conventions in Israel and in entering into joint ventures with Israeli industrial firms —level of U.S. investment to be $100,000-250,000.**

Products in order of priority are: furniture, plastics, shoes, cosmetics, automotive spare parts, weaving and spinning, metals, electronics, textiles, chemicals such as detergents, food, pharmaceuticals, electrical components. c/o Mr. Moshe Meirav, Economic Office, Embassy of Israel, 1621 22nd St., N.W., Washington, D.C. 20008. Itinerary: 3/1-4 New York, 3/5 Buffalo, 3/6 Philadelphia. 3/7-10 Washington, D.C., 3/10 Baltimore, 3/11 Atlanta, 3/12 Dallas, 3/13 Houston, 3/14-19 Los Angeles, 3/20 Detroit, 3/21-24 Chicago, 3/25 Toledo, 3/26 Cleveland, 3/27 Chicago, 3/28-31 New York. (See p. 34).

PHILIPPINES—Augustin L. Climaco, representing A. L. Climaco Industries, Inc., Climaco Woodcraft Inc., Allied Woodcraft and Ponce Gift Shop, Cebu, **interested in contacting importers of rattan poles, rattan and buri furniture, rattan furniture parts, woodenware and seashell products and requesting technical information on operation machinery to make wooden boxes, wooden legs, folding aluminum chairs and bedspreads.** Feb. 23 via Honolulu for three weeks. Itinerary: Honolulu, San Francisco, 3/1-8 Los Angeles, 3/8-11 Chicago c/o Conrad Hilton Hotel, 3/11-16 New York c/o William Davis, Cattleman Restaurant, 5 E 45th St., New York, N.Y. 10017. WTD 2/66 under revision.

SWEDEN—Lennart Lindstrom and Gosta Sjolander, Olssen Rosenlund, 94 Liartmakargatan, S113 51 Stockholm, **interested in new techniques and ideas in building construction.** Mar. 9 via New York for three days. c/o Roosevelt Hotel, Madison Ave & 45th St., New York, N.Y. 10017. Itinerary: New York. WTD in preparation.

Future Construction

For maximum assistance to those interested in overseas construction projects, U.S. Foreign Service officers report them as soon as possible, often in early planning stages. Some may not reach completion as originally proposed. In such cases additional information is published as it is obtained.

AUSTRALIA—Central Engineering Services, 95 Collins St., Melbourne, Victoria 300, wants **preliminary information from firms interested in tendering for a town building project on Bouganville Island, Territory of Papua and New Guinea, in connection with a proposed copper mining project.**

The company is studying the feasibility of building a coastal town to accommodate 5,000 persons by 1972, 8,000 by 1977 and eventually 10,000 persons; also, a smaller mine town some 18 miles inland.

The company envisages calling tenders for 100 houses for completion by spring, 1970, and subsequent tenders for lots of not less than 200 houses. Separate tenders will be required for community facilities, work camps, services, etc.

The following information should be borne in mind by interested firms: Houses are to have floors seven or eight feet above ground; the area is subject to seismic activity, giving horizontal acceleration up to 0.18 G, so lightweight materials must be used; duty of 17½% on timber imported into Territory; tropical area with mean temperatures 87° F. maximum and 75° F. minimum, normal humidity 75-80%, annual rainfall 120 in. at the coast, 240 in. at the mine town site; houses at the coast are to be air conditioned, those at the mine to be ventilated by natural airflow; there is considerable termite activity on the island; coastal areas are flat but the mine area has slopes one inch to three inches or more; approximately half the houses are to be 600-700 sq. ft., the remainder 1,100-2,000 sq. ft.

Interested firms should be capable of financing contract works of over $5 million. At this stage the company only seeks illustrated, descriptive literature and price data to learn what models are available and to compile a list of firms from which to invite tenders. The company wants information no later than Mar. 15.

KENYA—U.S. manufacturers interested in qualifying to bid on the **supplying of underground and aerial telephone cable** should contact the Engineer-in-Chief, East African Posts and Telecommunications, P.O. Box 30310, Nairobi, Kenya, regarding Tender No. 1/69 E2B/EAPT (WB) 9/02163, dated Feb. 1.

Tender documents will be issued for world wide bidding by The Crown Agents for Overseas Governments and Administrations, 4 Millbank, London, S.W.1. England.

KOREA—A substantial increase in the consumption of feed corn required the establishment in Korea of modern and efficient facilities for handling the imported corn. Plans involve the construction of two 30,000 metric ton silos, one at Pusan and the other at Inchon, costing approximately $2 million.

The U.S. component of equipment and parts is estimated at $500,000 to $1 million. Engineering and design work has been commissioned to Daniel, Mann, Johnson and Mendenhall, Los Angeles, Calif.

New Books and Reports

***The Far East and Southwest Pacific 1969.* By Harold C. Hinton. Published by Stryker-Post Publications. Washington, D.C. 1969. 87pp. $1.75**

The revised edition of this yearly publication covers the history, government, politics, culture, and economy of 18 countries, six dependencies, and two small states of the Far East and Southwest Pacific.

Background information includes the religious beliefs of the people, the impact of medieval conquerors, economic past and future, and nationalism, communism, and revolution since the end of World War II. Maps are included for each country, as well as an area map for 1900 and for 1969.

Write: Stryker-Post Publications, 6330 Utah Ave. NW., Washington, D.C. 20015.

***OECD Economic Survey of Iceland.* Published by the Organization for Economic Cooperation and Development. Paris. 1969. 44pp. 80 cents.**

This is the latest title in this series of economic studies for member countries, published annually by the OECD.

The booklet contains information on: production and exports, employment, domestic demand, prices and incomes, balance of payments, devaluation, fiscal policy, monetary policy and developments, and trade and exchange policy. Prospects and conclusions are presented.

A statistical annex includes tables on: supply and use of resources, production and employment, balance of payments, foreign trade, and other subjects.

Write: OECD Publications Office, Suite 1305, 1750 Pennsylvania Ave. NW., Washington, D.C. 20006.

***World Directory of Marketing Communications Periodicals.* Published by the International Advertising Assn. New York. 1968. 154pp. $8.**

The Directory provides information on marketing communications in countries around the world. Marketing communications encompasses the interrelated fields of media and specialty advertising; sales management and promotion; market, media, and creative research; merchandising and point-of-sale; exhibits and fairs; packaging; public relations and publicity; the commercial graphic arts; and suppliers to these fields. Publications devoted to industrial as well as consumer marketing are included.

Data in the Directory is intentionally restricted to that of a more or less permanent nature sufficient to give the reader a clear idea of the type, purpose, reach and cost of each publication.

Directions for use of the volume are presented in English, French, German and Spanish.

Write: IAA Headquarters, 475 Fifth Ave., New York, N.Y. 10017.

German bulletin revised

The Department of Commerce bulletin *Residence and Business Rights of Aliens in the Federal Republic of Germany and West Berlin* has been revised to reflect recent changes in German law.

Previous editions of this Commerce publication, last revised in 1966, no longer accurately reflect the current situation.

For a copy of the new revised edition, **write:** OIRE, Bureau of International Commerce, Department of Commerce, Washington, D.C. 20230.

***The Jamaican Economy.* By Ransford W. Palmer. Published by Frederick A. Praeger. New York. 1968. 207pp. $15.**

From 1950-65, the island-nation of Jamaica achieved a phenomenal rate of economic growth, including expansion of industry and a relative decline of agriculture.

The author examines in detail this significant period in Jamaican history. He analyzes the central role of government, especially its creation of an institutional environment favorable to private business. He then discusses the financial sphere—particularly the financing of the industrial, agricultural, and public sectors—the country's balance of payments, and its internal and external trade prospects. He suggests that the direction of Jamaica's future economic growth will depend primarily on its ability to expand internal trade.

Write: Frederick A. Praeger, Publishers; 111 Fourth Ave.; New York, N.Y. 10003.

***Decimal Currency Board: Britain's New Coins.* Published by Her Majesty's Stationery Office, London. 1968. 28pp. 25 cents.**

This is the third publication of the Decimal Currency Board to explain the changeover of the United Kingdom to decimal currency in 1971.

This booklet gives the history of the British coins in current use, and contains pictures of the new coins, indicating the exact date on which each one will be introduced into circulation.

Previous booklets in this series, *Expression of Amounts in Printing, Writing and in Speech* and *Three Years to Go—Facts and Forecasts,* are also available at 25 cents each.

Write: Sales Section, British Information Services, 845 Third Ave., New York, N.Y. 10022.

***Decade of Development—Facts Through Figures.* Published by the Central Statistical Office, Economic Affairs Division, Government of Pakistan. 1968. 65pp. $2.**

A brief comparative study of Pakistan's second Reforms and Development Decade (1958-68) with the first Decade (1948-58) is made in charts, tables, and notes covering the following subjects: national product, industrial production, agriculture, foreign trade, transport and communications, public finance and banking, prices, education, and health.

Write: Central Statistical Office, 1, Sindhi Muslim Cooperative, Housing Society, Karachi-3, Pakistan.

***Solving International Business Problems.* Published by Business International. New York. 1968. $40.**

Reprinted from the weekly *Business International,* this book discusses solutions to such problems as finding capital for investment abroad, choosing the most profitable European sales organization, cutting through red tape to reach the huge Brazilian market, how to cope with currency devaluations, and where to locate company headquarters in Asia.

It presents the actual experiences of more than 150 individual companies in solving problems of setting up, operating, and making profits overseas.

Write: Business International, 757 Third Ave., New York, N.Y. 10017.

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Calendar *for international traders*

BOSTON—Mar. 13—Trade Winds Round Table Seminar & Dinner Meeting, Anthony's Pier 4, 4 p.m. Sponsor: International Trade Center of New England.

CEDAR RAPIDS, Iowa—Mar. 18—International Trade Bureau meeting, Roosevelt Motor Hotel. Dinner, 7 p.m. Speaker: L. P. Sargent. Topic: Modern Intermodal Traffic. Sponsor: Chamber of Commerce.

CHICAGO—Mar. 11—In-Office Meeting, Commerce Field Office.

CHICAGO—Mar. 19—Chicago Midwest Credit Management Assn., Bismarck Hotel.

CLEVELAND—Mar. 12—Report on Trade Mission to Cameroon, Commerce Field Office, 10 a.m.-12 noon. Also, report on Africa, Middle East.

DETROIT—Mar. 11—Export Seminar, Commerce Field Office, 9:30 a.m.

DOYLESTOWN, Pa.—Mar. 10—International Trade Development Assn. of Bucks County monthly meeting, Conti's Cross Keys Inn, 5:30 p.m. Topic: Impact of Latin American Trade in the U.S.

ERIE, Pa.—Mar. 13—"Is Your Product Exportable?", Maennerchor Club, 12 noon. Sponsors: Chamber of Commerce, REEC.

HONOLULU—Mar. 19—Export-Import Workshop, Rm. 286, Alexander Young Bldg. Sponsors: Commerce Field Office, Small Business Admin. Field Office.

KANSAS CITY—Mar. 13—Export Documentation Workshop, Federal Office Bldg., 2-4 p.m. Sponsors: Commerce Field Office, REEC.

KANSAS CITY—Mar. 18—Meeting for Exporters on CACM, Top of the Tower, 5:30 p.m. Sponsors: Commerce Field Office, REEC, Int'l Trade Club.

MEMPHIS—Mar. 11—Export Workshop on Air Transportation, Air Cargo Bldg. #3, Memphis Metropolitan Airport. Sponsors: Commerce Field Office, REEC.

MEMPHIS—Mar. 18—Businessmen's Consultation, **Henry A. Samton, member of Trade Mission to Cameroon, Ivory Coast.** Sponsor: Commerce Field Office.

MEMPHIS—Mar. 18—Dinner Forum on Trade Mission to Ivory Coast & Cameroon, Sheraton Motor Inn. Speaker: **Henry A. Samton, member of Trade Mission.** Sponsors: Commerce Field Office, Memphis World Trade Club.

MEMPHIS—Mar. 19—Export Forum on Canada, New Student Ctr., Memphis State U. Sponsors: Commerce Field Office, REEC, Mid-South Exporters' Roundtable, Memphis State University.

MILWAUKEE—Mar. 13—World Trade Club monthly meeting, Holiday Inn Central.

MINNEAPOLIS—Mar. 18—Export Trade Workshop on Methods of Exporting, Rm. B-29, Federal Courts Bldg., 4th St. & Marquette Ave., 3-5 p.m. Sponsors: Commerce Field Office, Minn. World Trade Assn., Upper Midwest REEC.

NEW BRITAIN, Conn.—Mar. 12—Foreign Trade Class on Phases of International Transportation, Chamber of Commerce, 7 p.m. Sponsors: Commerce Hartford Field Office, REEC, Chamber of Commerce.

NEWELL, W. Va.—Mar. 13—International Trade Seminar, Holiday Inn, 12:15 p.m. Sponsors: Commerce Charleston Field Office, Small Business Admin., N. Hancock County Development Organization.

PHILADELPHIA—Mar. 18—Foreign Traders Assn. of Phildelphia monthly meeting, Sheraton Hotel, 6:30 p.m. Topic: Marketing in Australia.

PORTLAND, Ore.—Mar. 17—Businessmen's Consultation, **Henry E. Miller, member of Trade Mission to Cameroon, Ivory Coast.** Sponsor: Commerce Field Office.

PROVIDENCE—Mar. 18—Annual Rhode Island World Trade Conference, Holiday Inn of Providence, 21 Atwells Ave.

READING, Pa.—Mar. 12—Reading Foreign Traders Assn. monthly dinner meeting, Abraham Lincoln Hotel, 6 p.m.

ST. LOUIS—Mar. 13—All day seminar, "Challenges of the 70's—In Africa", Stadium Club. Sponsors: Commerce Field Office, World Trade Club, Chamber of Commerce, REEC. Speaker: **Henry Samton of the U.S. Trade Mission to Cameroon and Ivory Coast.**

ST. LOUIS—Mar. 18—"Show You" Export Workshop, Conference Room, Federal Bldg., 2 p.m. Sponsors: Commerce Field Office, REEC.

SEATTLE—Mar. 11—Banking & Insurance for Exporters, 8021 Federal Office Bldg., 10 a.m.

SPRINGFIELD, Mass.—Mar. 11—Springfield Export Sales Managers Assn. dinner meeting, Valle's Steak House, West St., 5:30 p.m.

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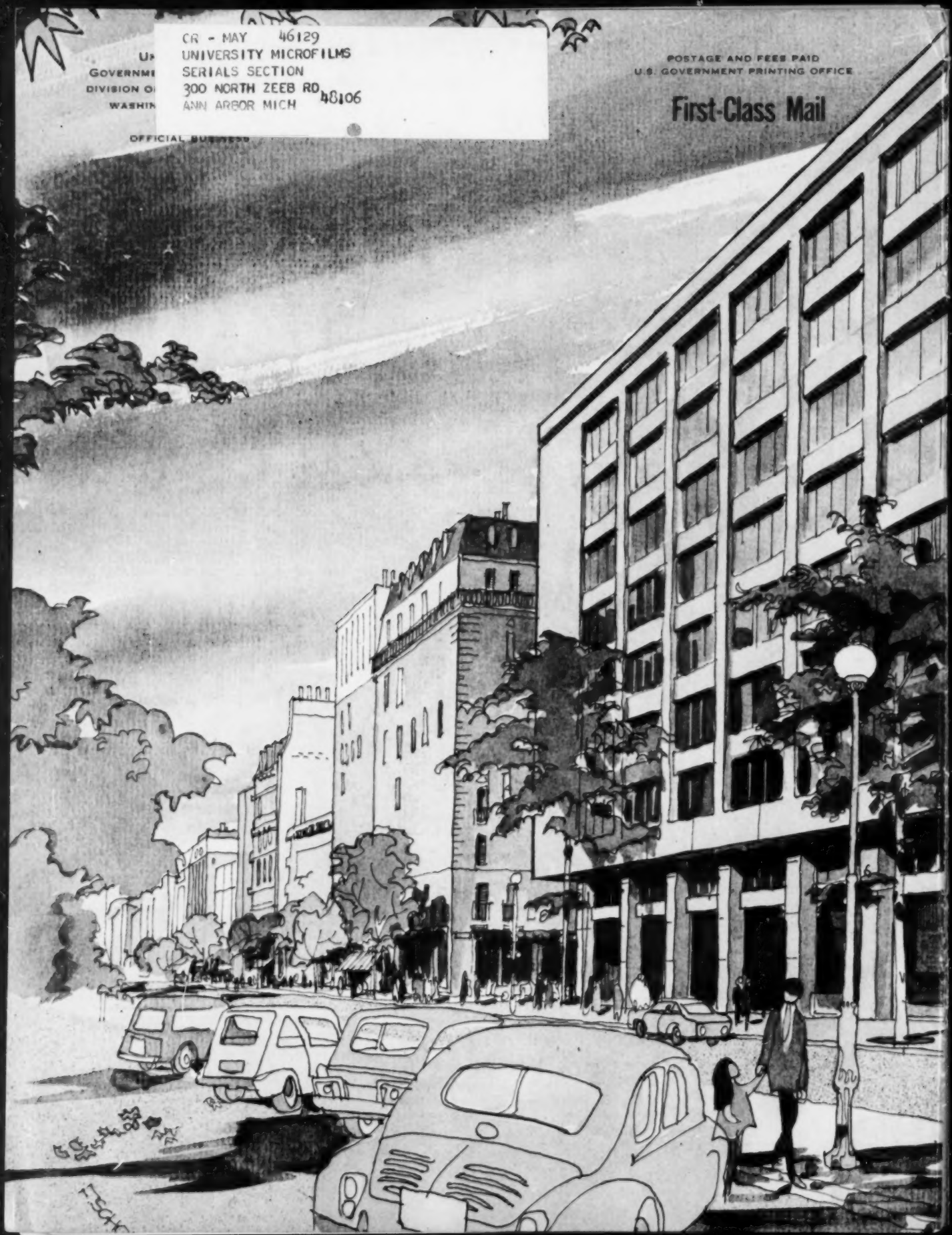
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